



FOR IMMEDIATE RELEASE

GUITAR CENTER CONFIRMS DJ AND PRODUCER STEVE AOKI TO BE NEXT ARTIST FEATURED IN “GREATEST FEELING ON EARTH” MARKETING CAMPAIGN

Following previous artist ambassadors Questlove and James Hetfield, Aoki shares personal connection to music and the joy that comes from playing an instrument

ANNOUNCEMENT HIGHLIGHTS:

- *Grammy Nominated DJ and Producer Steve Aoki is featured in the third installment of Guitar Center’s Campaign “All We Sell is the Greatest Feeling on Earth”*
- *Music instrument retailer aims to inspire more people to play music*
- *Ongoing campaign to roll out additional spots featuring artists of all genres*

Los Angeles, CA (August 18, 2014): Guitar Center announces DJ and producer Steve Aoki as the latest artist ambassador in the retailer’s “All we sell is the Greatest Feeling on Earth” campaign. The Grammy nominated DJ stars in the third commercial spot of the campaign, following appearances by Questlove (The Roots) and James Hetfield (Metallica). Aoki’s spot will debut nationwide on August 18, 2014.

Watch Steve Aoki’s “Greatest Feeling on Earth” spot here: <http://youtu.be/3V4xDsZTB90>

Watch Questlove’s spot here: <http://youtu.be/Z7KPh2bTO8k>

Watch James Hetfield’s spot here: <http://youtu.be/kzGeOL72LGY>

The campaign – which spans print, broadcast, digital and online – was created by Guitar Center in order to showcase the indescribable feeling that comes from playing a musical instrument in hopes to inspire more people to play. Each artist featured in the campaign shares their personal experience with the joy that music brings to their lives. Guitar Center will continue to roll out new commercial spots and additional artist ambassadors on a quarterly basis.

“I was excited that Guitar Center wanted to work together on a unique campaign that celebrates the pure and simple joy that comes from music. The feeling that comes from creating music is the most powerful feeling in the world. I’m honored to be able to experience it every day through my work and hope to share that joy with my fans.”

– Steve Aoki

“Our greatest goal with this campaign is to inspire more people to get involved with music and learn to play an instrument. The inherent joy that music brings defies genre, so we chose to spotlight artists that best convey that feeling. Steve Aoki’s devotion to his craft is palpable and he shares our passion for encouraging musicianship. We are excited to have him onboard.”

- Dustin Hinz, Vice President of Brand Experience and Entertainment Marketing

About Steve Aoki:

STEVE AOKI is a **Grammy-nominated** international producer/DJ, electronic dance music entrepreneur, and founder of the trendsetting record label, events/lifestyle company, and apparel line **Dim Mak**. Since launching in 1996, **Dim Mak** has broken bands such as **Bloc Party**, **The Bloody Beetroots**, **Klaxons**, and **The Gossip** through deftly marketed single and full-length releases and now has nearly 500 releases to date. As a solo artist, **AOKI** has become a force of nature averaging over 250 tour dates per year. His most recent releases include: "**Bring You To Life (Transcend)**" with house producer **Rune RK** and vocalist **RAS**, the massive **Linkin Park** collaboration "**A Light That Never Comes**," "**Can't Stop The Swag**" his first foray into hardstyle with label mate **Coone** and of course, "**Boneless**," his global chart topping collaboration with **Chris Lake** and **Tujamo**. "**Rage The Night Away**" with **Waka Flocka Flame** and "**Delirious (Boneless)**," a new version of "**Boneless**" featuring **Kid Ink** is out now and will appear on his second artist album **NEON FUTURE I**, scheduled for release September 30, 2014 via **Ultra Music/Dim Mak**. **NEON FUTURE II** will be released in early 2015.

About Guitar Center:

Guitar Center is the world's largest retailer of guitars, amplifiers, drums, keyboards, recording, live sound, DJ and lighting equipment, with more than 260 stores across the U.S. 2014 Marks the milestone 50th anniversary of the Guitar Center Brand as we continue to help people make music from coast to coast. In addition, the Music & Arts division operates more than 120 stores specializing in band instruments for sale and rental, serving teachers, band directors, college professors and students since 1952. Guitar Center as we continue to help people make music. With an unrivaled in-store experience and passionate commitment to making gear easy-to-buy, Guitar Center is all about enabling musicians and non-musicians alike to experience the almost indescribable joy that comes from playing an instrument. All we sell is the greatest feeling on earth. For more information about Guitar Center, please visit www.guitarcenter.com, contact media@guitarcenter.com, or visit our Press Room at <http://gc.guitarcenter.com/pressroom/>

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