

FOR IMMEDIATE RELEASE

GUITAR CENTER LAUNCHES YOUR NEXT RECORD WITH STEVE AOKI

ANNOUNCEMENT HIGHLIGHTS:

- *Remix Contest Offers Unsigned Electronic Musicians a Chance to Work with Grammy Nominated DJ and Producer Steve Aoki*
- *Career-Altering Prize offers Studio Time with Aoki at Dim Mak Studios, New Gear, \$10,000 Cash and much more*
- *Open call for entries beginning Friday, August 1st*

Los Angeles, CA (July 28, 2014): Guitar Center is proud to announce a collaboration with world-renowned DJ and producer Steve Aoki on another installment of the retailer's acclaimed unsigned artist discovery program, Guitar Center's Your Next Record. As one of today's most in demand electronic music producers, Aoki will offer one talented, unsigned artist a career-altering opportunity including studio time with Aoki, new gear and more.

"Discovering and creating new music is what I live for, so I jumped at the chance to team up with Guitar Center to help give musicians an opportunity to be heard," says Steve Aoki. "The world of electronic music and DJing can be a challenging place to break into, but luckily I had a few trusted mentors that helped guide me along the way. I'm honored to be able to offer that guidance and inspiration to a fellow musician."

Watch Stevie Aoki speak about the program here: <http://youtu.be/fc94R6VHPvo>

How the Competition Works

Unsigned artists 16 years and older are invited to download the Steve Aoki track, "Delirious," on guitarcenter.com/aoki and upload their remixed version along with additional original music to serve as their submission. Participating artists will be ranked based on their social media and online fan growth throughout the submission period. Aoki and a team of trusted advisers will then review the top 100 ranked artists and select one winner to receive the grand prize.

Your Next Record with Steve Aoki Winner to Receive:

- Studio time at Dim Mak Studios with Steve Aoki
- A single executive produced by Steve Aoki and released on Dim Mak Records
- \$10,000 Cash
- New gear from brands retailers including AVID, Pioneer, EV, GoPro, 8DM and more
- The opportunity to perform live with Steve Aoki
- A feature in Electronic Musician Magazine

"We created Guitar Center's Your Next Record to give unsigned musicians a platform to get their music heard and their record made," says Dustin Hinz, Vice President of Brand Experience and Entertainment Marketing. "Steve has paved the way for an entire generation of new musicians in the electronic space. We're excited to team with him, Dim Mak and our great MI partners to give emerging artists what they need most – opportunity."

Previous installments of Guitar Center's Your Next Record have featured a wide range of high profile artists including Keith Urban, Travis Barker, T-Pain and Slash.

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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 August 12, 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 & orchestral instruments for sale and rental, serving teachers, band directors, college professors, and students since 1952. 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.

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