



### Guitar Center Media Statement regarding Massachusetts stores 599 and 550 (Berklee and Boston):

As part of our ongoing business processes and after careful consideration, two developments are under way regarding Guitar Center's retail presence in the Boston metro area: the Berklee store (#599) will be closing, effective January 14, and the Boston store (#550, 1255 Boylston Street, Boston, MA 02215-3468) will be remodeled to accommodate the business needs of musicians in the area. The disruption for Berklee students and faculty will be minimal, as the Boston store is only a half mile away from the current Berklee store location.

The Guitar Center Boston store is not only a larger footprint than Berklee, but will also feature an expanded GC Repairs services department (in part to serve the needs of Berklee students), in addition to such store services as GC Pro, Platinum Room, and more. Additionally, Boston shoppers will have access to a 15%-off single-item coupon on a purchase over \$199 (maximum discount \$500), effective after January 14. Other unique event opportunities for customers and Berklee students at the Boston store will be announced in the future.

Operations at the other Guitar Center locations in the wider Boston metro area (Natick, Danvers, et al) will remain unchanged.

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#### **About Guitar Center:**

Guitar Center is the leading retailer of musical instruments, lessons, repairs and rentals in the U.S. With more than 300 stores across the U.S. and one of the top direct sales websites in the industry, Guitar Center has helped people make music for more than 50 years. Guitar Center also provides customers with various musician-based services, including Guitar Center Lessons, where musicians of all ages and skill levels can learn to play a variety of instruments in many music genres, GC Repairs, an on-site maintenance and repairs service, and GC Rentals, a program offering easy rentals of instruments and other sound reinforcement gear. Additionally, Guitar Center's sister brands include Music & Arts, which operates more than 250 stores specializing in band & orchestral instruments for sale and rental, serving teachers, band directors, college professors, parents and students, and Musician's Friend, a leading direct marketer of musical instruments in the United States. For more information about Guitar Center, please visit [guitarcenter.com](http://guitarcenter.com).

#### **FOR MORE INFORMATION PLEASE CONTACT:**

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