



## **Guitar Center shines on *Shark Tank* with TIK PIK partnership**

**Product is available now in all GC stores and online including an exclusive TIK PIK**

**Westlake Village, CA** (December 13, 2024) – Guitar Center, Inc. (the “Company” or “Guitar Center”), the world’s largest omni-channel musical instrument retailer, made waves on hit television show *Shark Tank*, when Nicholas George and Kevin Mack, co-founders of the innovative guitar pick company TIK PIK, announced their major partnership with the music retail giant. TIK PIKs are now available in over 300 Guitar Center stores nationwide and online. Additionally an exclusive SKU ([TIK PIK Celluloid Variety Guitar Picks 6 Pack](#)) was developed with GC exclusively for its retail customers. This collaboration further underscores the retailer’s commitment to bringing groundbreaking products to musicians everywhere.

TIK PIK, known for its unique design that keeps picks conveniently attached to the guitar until ready for play, has experienced explosive growth since its appearance on *Shark Tank* and partnership with Mark Cuban. “Since appearing on *Shark Tank*, we’ve closed a major deal with Guitar Center,” said co-founder Nicholas George. “TIK PIKs are now available in every single Guitar Center.”

The partnership with Guitar Center is just the beginning of TIK PIK’s rapid expansion, as the company prepares to launch Fender-branded TIK PIKs in 2025. The story of TIK PIK exemplifies how innovation and strong partnerships can transform a small business into a national sensation.

### ***About TIK PIK Celluloid Variety Guitar Picks 6 Pack***

The TIK PIKs Celluloid Variety guitar picks deliver versatility with four gauges—Thin (0.46mm), Medium (0.71mm), Heavy (0.96mm), and Extra Heavy (1.22mm)—to match any playing style. Made in the USA and available exclusively through Guitar Center, these celluloid picks offer a warm, round tone with beveled edges for smooth performance. Their textured grips and flexible material provide excellent control and articulation. Featuring patented nano-suction technology, the picks securely adhere to your guitar without adhesives or residue, ensuring a comfortable, non-slip grip.

For more information, visit [www.guitarcenter.com](http://www.guitarcenter.com) or your nearest Guitar Center store to experience TIK PIK firsthand.

### **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).

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