



Guitar Center Relaunches Musician's Friend as the Dominant Off-Price Outlet for Premium Gear

Overstock, close-out and open-box inventory from leading brands, with deep discounts and constantly rotating deals

Westlake Village, CA — May 4, 2026 — Guitar Center today announced the relaunch of Musician's Friend as an off-price online outlet for premium musical gear. Built with manufacturers, Musician's Friend consolidates overstock, open-box and selected excess inventory and offers launch discounts up to 45% — with savings that can reach the thousands on higher-end items.

At launch the site will feature thousands of deals across guitars, digital pianos, drums, recording gear, keys, live sound and DJ — from leading brands including Gibson, Fender, PRS, Yamaha, Epiphone, Ibanez, Alesis and Shure. Stock is limited, rotates frequently and will be replenished through ongoing manufacturer partnerships. Limited-quantity drops and time-sensitive offers will be regular features. "Stupid Deal of the Day," a longtime customer favorite, remains on the site as a daily featured bargain with a new discounted item every day.

"Premium gear gets discounted somewhere - overstock, open-box, discontinued models. Today it's scattered across marketplaces and clearance racks," said Gabe Dalporto, CEO of Guitar Center. "Musician's Friend pulls it into one place, sourced directly from the brands, at prices that reflect what an outlet should be."

Musician's Friend works directly with manufacturers to source excess inventory and open-box items, creating a steady flow of fresh opportunities across key categories. For brand partners, the platform offers a controlled channel to move inventory without diluting full-price distribution through curated presentation, limited quantities, and a managed promotional cadence. For musicians, studios and creators, it provides a dependable outlet experience backed by Guitar Center's sourcing, fulfillment and customer protections.

Within Guitar Center's family of brands, Guitar Center remains the world's largest musical instrument retailer, the destination for new and used gear and in-store experiences; Musician's Friend is now the company's dedicated off-price outlet for premium gear.

To support this next phase, Brian Packer has been named General Manager of Musician's Friend, leading the business day-to-day. A longtime Guitar Center leader, Packer reports to Kinna Thomas, SVP of Merchandising Operations, who joins from senior roles at Walmart and Target. Jerry Brandehoff, EVP & Chief Merchandising Officer, expands his scope to include Musician's Friend

The new Musician's Friend is live now. Visit www.musiciansfriend.com for more information.



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 nationwide and one of the top direct sales websites in the industry, Guitar Center has helped people make music for more than 60 years. Guitar Center provides a range of musician-based services, including Guitar Center Lessons for players of all ages and skill levels, GC Repairs, an on-site maintenance and repair service, and GC Rentals, offering easy access to instruments and gear. Guitar Center's family of brands includes Music & Arts, which operates more than 250 stores specializing in band and 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. Guitar Center Business Solutions is the company's commercial division, delivering professional audio, video, lighting and integrated technology solutions for businesses, institutions and creators nationwide through a portfolio of brands including AVDG (Audio Visual Design Group), GC Pro and Custom House at Guitar Center. The Guitar Center Music Foundation is a national nonprofit that expands access to music through instrument donations and support for communities in need.

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