



Guitar Center Announces the Debut of the Moog Grandmother Synthesizer, Available Exclusively Through the Retailer for a Limited Time

This exclusive relationship coincides with Guitar Center's sponsorship of Moogfest and "The Moog store by Guitar Center" pop-up shop, where attendees will be able to get hands-on with a variety of instruments including the new Grandmother synth

Westlake Village, CA (May 15, 2018) – Guitar Center, the world's largest musical instrument retailer, announces that it is the official exclusive sales channel of the new Grandmother synth from Moog Music for the limited first run of 500 units. Grandmother is a semi-modular analog synthesizer with a built-in arpeggiator, sequencer, and spring reverb tank. Grandmother also features an "External Audio Input" that invites users to inject sounds from other instruments directly into Grandmother's analog filter, reverb and amplifier circuits -- adding vintage tones and ambience to guitars, drums or vocal signals.

To celebrate Grandmother's debut at Moogfest 2018 (May 17-20 in Durham, NC), the first 500 units have been marked with a limited edition Moogfest 2018 badge and include a custom denim jacket from Moog and have already shipped and are available for order today exclusively through [Guitar Center](#).

Watch the Build and Sound video for the new Grandmother [HERE](#).

Additionally during Moogfest 2018, visitors to the Moog Pop-Up Factory can get hands-on with the Grandmother synthesizer and watch as the new units are crafted on-site by Moog Production Engineers. This pop-up shop is part of "The Moog store by Guitar Center," a 1700-sq.-ft. shop with gear and installations from key tech vendors.

Guitar Center has been Moogfest's exclusive retail partner since the event moved to Durham in 2015. "The Moog store by Guitar Center" relaunched the Minimoog Model D after a production hiatus of nearly 40 years, and subsequently relaunched the Subsequent 37 CV with exclusive 2016 Moogfest performing artist patches. Not only is "The Moog store by Guitar Center" the first place customers and festival-goers alike can purchase the new and exclusive Moog gear, but it also features rare and hard-to-find synths, controllers and more from all of the leading brands in the industry.

“Guitar Center continues to be an innovative partner in co-creating magical experiences that welcome imagination and exploration. This collaboration invites Guitar Center customers to become part of the process as they witness their new Moog Grandmother synthesizers being created during the live-build in the Moog Pop-Up Factory at Moogfest. We are thankful for the opportunity to work with Guitar Center again this year to share the art of synthesis and joyful experimentation with the world.” – **Emmy Parker, Moog Music Brand Director**

“We are proud to be associated with Moogfest for a third consecutive year. Moog is one of the strongest brands in the musical instrument space in terms of customer loyalty; it’s also one of the few that almost transcends into style and fashion. They are a top-tier brand for all market sectors, from hobbyists to pro players, and they have chosen to collaborate with Guitar Center because we closely align with what their core customer is looking for, and they trust that we know how to market their products consistently with the Moog philosophy.”

– **Jeannine D’Addario, Senior Vice President and Chief Customer Officer, Guitar Center**

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About Moogfest

Moogfest is the synthesis of music, art and technology. Since 2004, Moogfest has brought together artists, futurist thinkers, inventors, entrepreneurs, designers, engineers, scientists and musicians. By day, Moogfest is a platform for conversation and experimentation. By night, Moogfest presents cutting-edge music in venues throughout the city. This mind-expanding conference attracts creative and technology enthusiasts for three days of participatory programming in Durham, North Carolina. Performing artists include early pioneers in electronic music, alongside pop and avant-garde experimentalists of today.

About Moog

Moog Music is the leading producer of analog synthesizers in the world. The employee-owned company and its customers carry on the legacy of its founder, electronic musical instrument pioneer, Dr. Bob Moog. All of Moog’s instruments are hand built in its factory on the edge of downtown Asheville, NC.

About Guitar Center

Guitar Center is a leading retailer of musical instruments, lessons, repairs and rentals in the U.S. With more than 280 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 150 stores specializing in band & orchestral instruments for sale and rental, serving teachers, band directors, college professors 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 www.guitarcenter.com.

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