



Guitar Center Welcomes New Executives to Leadership Team

CEO Mike Pratt confirms changes to the merchandising division along with new leadership for Supply Chain and Services areas of the company.

ANNOUNCEMENT DETAILS:

- Guitar Center Welcomes Ron Japinga as new Executive Vice President, Inventory Management & Supply Chain.
- In addition, GC welcomes Susan Starnes as the new Vice President of Services.
- 25 year GC veteran Grant Sheffield announced into newly created role of Vice President, Retail Transformation
- John Bagan, EVP of Merchandising has announced his resignation from the organization, effective August 1, 2014.

(July 11, 2014 - Los Angeles, CA) – Guitar Center CEO Mike Pratt today announced new changes to the company's executive leadership team as the organization moves into the 3rd quarter of its fiscal year. With the launch of a new 5 year growth strategy recently announced in early April, the organization has already begun a host of new organizational changes internally and externally to continue on its path to evolve and modernize the business for long term success.

The company also confirmed **the departure of John Bagan, the Executive Vice President of Merchandising, effective August 1, 2014.** John Bagan was an invaluable member of the executive leadership team for more than 6 years at Guitar Center and the entire organization wishes him well as he begins his next career chapter.

Further, 25 year Guitar Center veteran **Grant Sheffield was announced as the new Vice President of Retail Transformation.** In this role, Grant will oversee a host of sweeping new structural changes being implemented in stores across the country.

In addition, Guitar Center also announced the arrival of two new executives to the company leadership team. **Ron Japinga will join the executive leadership team as the new Executive Vice President of Inventory Management and Supply Chain.** Ron joins the Guitar Center organization after an impressive 8-year career at West Marine where he was the Executive Vice President of Merchandising, Planning and Logistics. Prior to that, Ron was a VP-level executive with Kohl's Department Stores.

Joining Ron to the team is **Susan Starnes, the new Vice President of Services.** Susan joins the Guitar Center organization after an impressive 10-year career history with Lowe's, where she was responsible for Repair Services, Sales and Development. Prior to her work with Lowe's, Susan was a top consultant with Bain Capital in Boston.

ABOUT GUITAR CENTER

Guitar Center is the world's largest retailer of guitars, amplifiers, drums, keyboards and pro-audio and recording equipment. Our retail store subsidiary presently operates more than 265 Guitar Center stores across the U.S. We are also the largest direct response retailer of musical instruments in the United States through our wholly owned subsidiary, Musician's Friend, Inc., and its catalog and Web site, www.musiciansfriend.com. In addition, our Music & Arts division operates more than 100 stores specializing in band instruments for sale and rental, serving teachers, band directors, college professors and students. More information on Guitar Center can be found by visiting the Company's Web site at www.guitarcenter.com.

FOR MORE INFORMATION PLEASE CONTACT: media@guitarcenter.com

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