



Guitar Center Opens *Custom House*, a New Multi-Functional Experience Center in Nashville Designed to Showcase Commercial and Residential A/V Solutions

Custom House acts as an experiential pilot, custom-designed with a unique set of consumers in mind – from large-scale B2B clients such as universities and houses of worship, to musicians, celebrities and other individuals looking for the best home sound systems

Westlake Village, CA (July 30, 2019) – Guitar Center, the world’s largest musical instrument retailer, announces the grand opening of Nashville-based Custom House, a new AVDG and Guitar Center Professional multi-functional experience center. This new location features the latest in audio and video solutions from a collaboration between Guitar Center Professional (GC Pro) and GC’s Audio Visual Design Group (AVDG) and begins to showcase their combined capability. The unique facility located in the heart of the city’s Berry Hill studio neighborhood is unlike any other Guitar Center or AVDG location and was developed as a platform to start the conversation of how to provide clients with state-of-the-art, one-of-a-kind A/V solutions focusing on the entertainment, residential and commercial market sectors.

Custom House is specifically designed to create a relaxed, comfortable and casual environment, where current and future clients can spend time with Guitar Center’s account executives to exchange ideas and goals, while spotlighting Guitar Center’s numerous capabilities to serve its customers. Additionally, Custom House highlights immersive technology examples and case studies created by the AVDG/GC Pro teams.

The Custom House team in Nashville now has the combined resources of of leading integrator/design-build firm AVDG and GC Pro and will be able to serve clients with unprecedented, fully customized audio and video solutions for businesses, houses of worship, bars/restaurants, music venues, corporate headquarters and more.

“With the opening of Custom House, we are now able to provide Nashville and the Southeast region with new, expanded resources and services to handle our clients’ residential or commercial space needs,” stated Doug Carnell, Guitar Center Vice President of Business Solutions. “Nashville has been rapidly expanding, and we wanted to give our customers a full understanding of what the AVDG/GC Pro teams can do for them. Custom House is an experience center that not only showcases the latest state-of-the-art customized A/V solutions,

but also provides clients an environment to relax and discuss their specific needs with Custom House staff.

“The opening of Custom House is a key milestone and provides a glimpse of future developments for the expansion of the Guitar Center organization,” remarked Ron Japinga, Guitar Center President and CEO. “The integration of AVDG with Guitar Center Professional in Custom House gives us the ability to service clientele in their professional, commercial and residential endeavors. As our business grows and the needs of our customers evolve, we will continue to provide customized, turnkey solutions to not only keep Guitar Center competitive, but to lead the MI industry in innovation.”

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About Guitar Center:

Guitar Center is a leading retailer of musical instruments, lessons, repairs and rentals in the U.S. With nearly 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 200 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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