

FOR IMMEDIATE RELEASE



Guitar Center Inc. Partners with Suzuki to Be the First M.I. Retailer to Offer Brand-Name Acoustic Piano Purchases Online

ANNOUNCEMENT HIGHLIGHTS:

- *This unique partnership offers an industry first: white-glove service (delivery, setup, tuning) coming standard with an online acoustic piano purchase*
- *By offering a turnkey purchasing solution for the Suzuki SZG-53 Acoustic Grand Piano and the SZV-48 Acoustic Vertical Piano, Guitar Center provides an option perfect for homes with students or hobbyists, churches, schools, performing arts facilities, recreation centers and much more*

Westlake Village, CA (August 18, 2015) – Guitar Center, the parent company of the world’s largest musical instrument retailer brands, has teamed up with noted manufacturer Suzuki to offer an industry-first online turnkey purchasing option for two of its popular acoustic piano models. The Suzuki SZG-53 Acoustic Grand Piano (5'3") and the SZV-48 Acoustic Vertical Piano (48") are now available through the online retail hubs of Guitar Center’s family of brands: www.guitarcenter.com, www.musiciansfriend.com, www.wwbw.com, www.music123.com and www.musicarts.com. Not only are these pianos conveniently available to purchase through these outlets, but they also come standard with white-glove service, including delivery, setup and tuning, to anywhere in the continental U.S. This makes Guitar Center’s brands the only dealers that can currently ship brand-name acoustic pianos direct to the customer – serving as a perfect option for homes with students, hobbyists or seasoned instrumentalists, churches, schools, recreation centers, performing arts facilities and more.

“Anyone who has bought an acoustic piano knows that it can be a complicated process. We have significantly simplified this process with our new Suzuki online acoustic piano purchasing and delivery program. When a customer orders a piano through our online channels, the ball is rolling immediately. In most cases, in a matter of days – their new piano is set up with white-glove service, tuned and ready to play. It’s remarkably efficient and simple, and we’re proud to be the first online brands to make this type of program a reality.” - **Michael Amkreutz, EVP Merchandising, Marketing and E-Commerce**

As some customers might have reservations about adding such a significant purchase to their online cart, the same deal is available to those who call the customer service line and speak directly with an agent. Standard return policies will also be honored with these instruments, and the pianos come with Suzuki’s 10-year warranty.

About Guitar Center:

Guitar Center is the world’s largest retailer of guitars, amplifiers, drums, keyboards, recording, live sound, DJ, and lighting equipment. With more than 260 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. In addition, Guitar Center’s sister brands includes Music & Arts, which operates more than 120 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. With an unrivaled in-store experience, an industry-leading online presence and passionate commitment to making gear easy-to-buy, Guitar Center is all about enabling musicians and non-musicians alike to experience the almost indescribable joy that comes from playing an instrument. For more information about Guitar Center, please visit www.guitarcenter.com.

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FOR MORE INFORMATION PLEASE CONTACT:

Robert Clyne | Clyne Media, Inc. | 615-662-1616 | robert@clynemedia.com

Sarah Chavey | ANTHEMIC Agency | 323.464.4745 x 806 | sarah@anthemicagency.com

Syvetril Perryman | Guitar Center | 818.735.8800 x 2979 | media@guitarcenter.com