



FOR IMMEDIATE RELEASE

GUITAR CENTER SESSIONS AND DIRECTV PRESENT WIZ KHALIFA, BILLY IDOL, LINKIN PARK AND ALOE BLACC

SEASON 9 LINEUP ALSO INCLUDES T.I., ZIGGY MARLEY, NEON TREES, THE GASLIGHT ANTHEM, COLD WAR KIDS, BIG & RICH AND X AMBASSADORS

ANNOUNCEMENT HIGHLIGHTS:

- *The intimate live performance and interview series hosted by influential music tastemaker Nic Harcourt returns with 11 new episodes featuring top artists across multiple genres*
- *To date the series has won multiple awards, including four 2014 Telly Awards. Guitar Center Sessions continues its reign as the best music programming on television*
- *Season 9 to debut on DIRECTV's Audience Network (channel 239) beginning November 14*
- *Archival episodes 1-33 now available on Qello Concerts*

Los Angeles, CA (November 10, 2014): Guitar Center and DIRECTV have announced an impressively diverse roster of artists to be featured in season 9 of the retailer's award-winning music television series [Guitar Center Sessions](#) presented by JBL. The live performance and interview series returns November 14 with 11 new episodes available Friday nights at 9 p.m. exclusively on DIRECTV's Audience (channel 239). Artists starring in season 9 include hip-hop heavyweights T.I. and Wiz Khalifa, rock icons Billy Idol and LINKIN PARK, soulful crooner Aloe Blacc, multiple Grammy winning reggae artist Ziggy Marley, buzzworthy bands Neon Trees and X Ambassadors, country act Big & Rich, indie darlings Cold War Kids and rock band The Gaslight Anthem.

Watch Billy Idol perform "White Wedding" on *Guitar Center Sessions*: <http://youtu.be/vG82zANV98k>

Now in its landmark 9th season, *Guitar Center Sessions* provides inspiring music television content to all of DIRECTV's 20 million subscribers, reaching over 15 million tune ins during summer premieres and 6.5 million tune ins this August. Guitar Center is committed to producing music programming in the highest quality possible, and was rewarded for that commitment to excellence, receiving four 2014 Telly Awards in the categories of editing, cinematography, sound/sound design and entertainment TV program. This honor places the retailer among such highly esteemed content providers as BET, E!, NBC Universal, Warner Bros., Sony, and more.

Watch Cold War Kids perform "Hot Coals" on *Guitar Center Sessions*: http://youtu.be/4njMPqM_No8

***Guitar Center Sessions* Season 9 Schedule:**

November 14, 2014	The Gaslight Anthem
November 21, 2014	Billy Idol
November 28, 2014	Cold War Kids
December 5, 2014	Linkin Park
December 12, 2014	Wiz Khalifa
December 19, 2014	Ziggy Marley
January 2, 2015	Big & Rich
January 9, 2015	X Ambassadors

January 16, 2015	Neon Trees
January 23, 2015	T.I.
January 30, 2015	Aloe Blacc

Guitar Center Sessions captures exclusive live performances and interviews from noteworthy and influential artists in stunning hi-definition and 5.1 surround sound. In addition to show-stopping performances, each episode features intimate interviews conducted by renowned journalist Nic Harcourt, offering rare insights into the celebrated careers of these icons and the inspirations behind their music. Born out of Guitar Center's desire to deliver high quality music programming to music fans nationwide, the series has since gone on feature artists as diverse and iconic as Peter Gabriel, Soundgarden, Snoop Dogg, OneRepublic, Phantogram, Joan Jett, The Smashing Pumpkins, Jimmy Cliff, Damon Albarn, Social Distortion and more. New episodes premiere exclusively on DIRECTV's Audience (channel 239) on Friday nights at 9 p.m. Beginning Nov. 1st, episodes 1 – 33 will be available on Qello Concerts, opening the show up to millions of users in more than 160 countries across multiple platforms including Apple TV, Roku, the PlayStation®3 system, the PlayStation®4 system, Sony Blu-Ray, Samsung Smart TV, XBOX, Google TV; mobile devices (iOS, Android, Windows, Amazon Kindle Fire, the PlayStation®Vita system); and Qello.com. *Guitar Center Sessions* is but one example of the music retailer's efforts to support artists by creating new avenues to expose their music to large audiences in an ever-changing music industry.

"We're nearly 100 episodes in and have produced what we feel is our best season to date. Over the years 'Guitar Center Sessions' has built an extremely enthusiastic fan base and has been embraced by the music industry as an amazing platform for artists. Our team works incredibly hard to ensure that we consistently deliver a show that boasts top artists, in-depth interviews, the best in music and world-class, award-winning sound and cinematography."

-Dustin Hinz, Vice President of Brand Experience and Entertainment Marketing, Guitar Center

"DIRECTV is excited to embark upon another season of the award-winning 'Guitar Center Sessions' and providing our customers with access to this extraordinary line-up."

- Bart Peters, Vice President, Production and Development, DIRECTV.

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About Audience:

Audience is a unique and exclusive television experience available only to DIRECTV subscribers. The channel first made its mark in 2008 (as The 101 Network) by partnering with NBC to produce and air three additional seasons of the Emmy Award-winning series *Friday Night Lights* and in 2010 it became the exclusive home of the critically-acclaimed, Emmy Award-winning drama *Damages*, starring Glenn Close. DIRECTV continues its commitment to original content with series including *ROGUE*, an exclusive suspense-drama starring award-winning actress Thandie Newton, and *Full Circle*, the television debut of acclaimed writer Neil LaBute, starring Kate Walsh, Julian McMahon, Minka Kelly and David Boreanaz. The network has become the premier destination for smart, innovative and critically acclaimed TV fare as we search the globe for the best new series such as *Black Mirror* (United Kingdom), *Secret State* (United Kingdom), and *Rake* (Australia). *The Dan Patrick Show*, and its companion series *The Box Score*, keep sports fans up to date with the latest sports talk. Viewers also enjoy the *Guitar Center Sessions* series and major events such as the annual DIRECTV Celebrity Beach Bowl. For more info, please visit www.directv.com/audience

About DIRECTV:

DIRECTV (NASDAQ: DTV) is one of the world's leading providers of digital television entertainment services delivering a premium video experience through state-of-the-art technology, unmatched programming and industry leading customer service to more than 37 million customers in the U.S. and Latin America. In the U.S., DIRECTV offers its over 20 million customers access to more than 195 HD channels and Dolby-Digital® 5.1 theater-quality sound, access to exclusive sports programming such as NFL SUNDAY TICKET™, Emmy-award winning technology and higher customer satisfaction than the leading cable companies for 13 years running. DIRECTV Latin America, through its subsidiaries and affiliated companies in Brazil, Mexico, Argentina, Venezuela, Colombia, and other Latin American countries, leads the pay TV category in technology, programming and service, delivering an unrivaled digital television experience to more than 17 million customers. DIRECTV sports and entertainment properties include two Regional Sports Networks (Rocky Mountain and Pittsburgh), and minority ownership interests in Root Sports Northwest and Game Show Network. For the most up-to-date information on DIRECTV, please visit www.directv.com.

About Qello

Qello is an OTT digital network that streams HD quality content across multiple platforms to millions of users in more than 160 countries. Qello's first channel, Qello Concerts, gives users on-demand access to the world's largest collection of HD concert films and music documentaries spanning all musical genres from new to iconic. Qello Concerts is available on Apple TV, Roku, the PlayStation®3 system, the PlayStation®4 system, Sony Blu-Ray, Samsung Smart TV, XBOX, Google TV; mobile devices (iOS, Android, Windows, Amazon Kindle Fire, the PlayStation®Vita system); and Qello.com.

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. 2014 marks the milestone 50th anniversary of the Guitar Center Brand as we continue to help people make music from coast to coast. In addition, the Music & Arts division operates more than 120 stores specializing in band & orchestral instruments for sale and rental, serving teachers, band directors, college professors, and students since 1952. With an unrivaled in-store experience 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. All we sell is the greatest feeling on earth. For more information about Guitar Center, please visit www.guitarcenter.com.

For more information, please visit www.guitarcenter.com, contact media@guitarcenter.com, or visit our Press Room at <http://gc.guitarcenter.com/pressroom/>.

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FOR MORE INFORMATION PLEASE CONTACT:

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