



FOR IMMEDIATE RELEASE

DIRECTV TO FILM ALL-NEW EPISODES OF GUITAR CENTER SESSIONS LIVE AT SXSW

Artists Including Soundgarden, Snoop Dogg, Damon Albarn and Phantogram Will Be Filmed For The Award-Winning Series' Eighth Season Live in Austin, TX Thursday, March 13 – Saturday, March 15

Los Angeles, CA (March 7, 2014): DIRECTV and Guitar Center are proud to announce that the Award-winning music television series *Guitar Center Sessions* will be filming all-new episodes live in Austin, TX during SXSW 2014. Posting up on the rooftop of the Starr Building (503 Colorado St.), *Guitar Center Sessions* will present three consecutive evening showcases featuring legendary artists including Soundgarden, Snoop Dogg, Damon Albarn, Phantogram, and The 1975. With this staggering lineup, fans will have the chance to see some of the festivals most prestigious talent in a unique setting, perched high above the crowds with Austin's skyline as a backdrop. All performances will be filmed in front of a live audience for the series' upcoming eighth season debuting in May. These events are SXSW official showcases and badges are required for admittance.

Guitar Center Sessions Live from Austin, TX Evening Line-Up:

- Dates and times to be announced
 - [Soundgarden](#)
 - [Snoop Dogg](#)
 - [Damon Albarn](#)
 - [Phantogram](#)
 - [The Wild Feathers](#)
 - [The 1975](#)

Guitar Center Sessions captures noteworthy and influential artists in stunning hi-definition and 5.1 surround sound. Each episode features show-stopping performances and intimate interviews conducted by Nic Harcourt, offering rare insight into the celebrated careers of these icons and the inspirations behind their music. Episodes premiere exclusively on DIRECTV's Audience Network (channel 239).

Guitar Center and DIRECTV will also present daytime showcases at the Starr Building, with lineups boasting highly anticipated emerging and buzz-worthy talent. These showcases are free and open to the public with RSVP here: filtermagazine.com/guitarcenter_directv

Guitar Center & DIRECTV Daytime Line Up:

- Dates and times to be announced
 - Bad Things
 - Black Lips
 - Dave Hause
 - Desert Noises
 - Diamond Youth
 - Johnny Stimson
 - Night Terrors of 1927
 - Painted Palms
 - Papa
 - The Ghost of a Saber Tooth Tiger

"Over the past 60 episodes 'Guitar Center Sessions' has focused on bringing incredibly intimate performances and emotionally engaging interviews with today's most noteworthy artists into the homes of music fans across the country," says Dustin Hinz, Director of Music and Entertainment Marketing Guitar Center. "With 2014 marking Guitar Center's 50th Anniversary we're celebrating that milestone by assembling a remarkable line-up of iconic and influential artists who will share their stories, songs and journeys live at one of the world's most celebrated music festivals."

"DIRECTV is excited to bring Guitar Center Sessions back to SXSW and showcase this incredible line-up of talent," said Chris Long, SVP Original Content and Production DIRECTV. "Guitar Center Sessions' provides DIRECTV customers with a personal and intimate concert experience and we are very excited to be able to share this with fans at SXSW."

Guitar Center Sessions Live in Austin, TX is presented by DIRECTV. Additionally, Hurley will be providing attendees with custom printed t-shirts and posters, Martin Guitars will host a picking parlor to provide free guitar demos and TuneCore will provide educational material for musicians.

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 *Hit & Miss* (United Kingdom), *Rake* (Australia), *Call Me Fitz* and *Less Than Kind* (Canada). *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 36 million customers in the U.S. and Latin America. In the U.S., DIRECTV offers its over 20 million customers access to more than 190 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 16 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 Guitar Center

Guitar Center is the world's largest retailer of guitars, amplifiers, drums, keyboards and pro-audio and recording equipment, with more than 257 stores across the U.S. In addition, the Music & Arts division operates more than 100 stores specializing in band instruments for sale and rental, serving teachers, band directors, college professors and students **since 1984. This year marks the 50th anniversary of Guitar Center's historic first-steps to helping people make music.** 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 **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 CONTACT:

Sarah Chavey | FILTER Creative Public Relations | 313.407.7571 | sarah.chavey@filtermmm.com

-ends-