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GUITAR CENTER RECEIVES SIX 2014 TELLY AWARDS

ANNOUNCEMENT HIGHLIGHTS:

- *Guitar Center Sessions* Receives Highest Distinction in 2014 Telly Awards for Best Entertainment TV Program and TV Program Sound/Sound Design
- Two Additional Bronze Tellys Awarded to *Guitar Center Sessions* for Excellence in Editing and Cinematography
- *At: Guitar Center With Nic Harcourt* Awarded Top Honors for Online Music Video and Branded Content

Los Angeles, CA (June 6, 2014): Guitar Center, the world's largest retailer of musical instruments, is honored to have been presented with an impressive total of six Telly Awards in the esteemed organization's 34th year. Two of the retailers' original content programs, *Guitar Center Sessions* and *At: Guitar Center with Nic Harcourt*, were recognized in the 2014 Telly Awards, placing the retailer among such highly esteemed companies as ESPN, BET, E!, NBC Universal, Warner Bros., Sony, and more.

[*Guitar Center Sessions*](#), a live performance and interview television program created and produced by Guitar Center and DIRECTV, won Silver Telly Awards – the highest distinction – for **Best Entertainment TV Program** and **Best TV Program Sound/Sound Design**. Additionally, the program was awarded two Bronze Telly Awards for **Editing** and **Cinematography**. [*At: Guitar Center with Nic Harcourt*](#), a bi-monthly audio and video podcast series, was awarded a Silver Telly for **Best Online Music Video** and a Bronze Telly for **Best Branded Content**, Business to Consumer. Less than 10% of over 12,000 entries were awarded Silver Tellys, so this is truly an honor.

The Tellys are the premier awards organization honoring outstanding TV commercials and programs, the finest video and film productions, and online commercials, video and films. Winners represent the best work of the most respected advertising agencies, production companies, television stations, cable operators, and corporate video departments in the world. A prestigious panel judged the 2014 competition, upholding the historical standard of excellence that the Tellys represent.

“The Telly Awards has a mission to honor the very best in film and video,” says **Linda Day, Executive Director of the Telly Awards**. “Guitar Center’s accomplishment illustrates their creativity, skill, and dedication to their craft and serves as a testament to great film and video production.”

“Our team works incredibly hard to create programming that not only helps artists get their music out to wide audiences, but also inspires people to play music,” says **Dustin Hinz, Vice President of Brand Experience and Entertainment Marketing**. “To be recognized for that hard work is very fulfilling. We look forward to continuing to produce some of the best original music content out there.”

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About the Telly Awards

The Telly Awards was founded in 1979 and is the premier award honoring outstanding local, regional, and cable TV commercials and programs, the finest video and film productions, and online commercials, video and films. Winners represent the best work of the most respected advertising agencies, production companies, television stations, cable operators, and corporate video departments in the world. A prestigious judging panel of over 500 accomplished industry professionals and members of The Silver Telly Council judged the competition. Entries are judged against a high standard of merit: less than 10% of entries are chosen as Winners of the Silver Telly, the highest honor. Some of this year's winners include: AEG Network LIVE, Under Armour, Lockheed Martin Aeronautics, Johnson & Johnson, Jack

Morton Worldwide, Intel Corporation, Beard Boy Productions, ESPN, BET Networks-Centric TV, WE Tv, Joyce Meyer Ministries, Pittsburgh Pirates, Fox Sports West/Prime Ticket, E! Entertainment, NBC Universal, HBO Latin America, Ogilvy Entertainment, Applebox studios, CBS Interactive, Weber Shandwick, Buck Consultants, Johns Hopkins Center for Talented Youth Marketing & Communications, Warner Bros. and Sony Pictures Television. To view the complete list of Silver Telly winners for the 34th Annual competition, please visit www.tellyawards.com.

About Guitar Center

Guitar Center is the world's largest retailer of guitars, amplifiers, drums, keyboards and pro-audio and recording equipment, with 259 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 almost indescribable joy that comes from playing an instrument. ***All we sell is the greatest feeling on earth.***

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