



FOR IMMEDIATE RELEASE

GUITAR CENTER'S HIT WEB SERIES AWARDED "BEST IN THE INDUSTRY" AT 2014 NEW MEDIA AWARDS

Since 2011, AT: Guitar Center with Nic Harcourt has won three major media awards as digital audience continues to expand

ANNOUNCEMENT HIGHLIGHTS:

- *Since it's premiere, this is the first time that the web series has ever won a New Media Award*
- *This respected honor in the tech community places Guitar Center on an impressive list of previous new media award winners*

Los Angeles, CA (August 26, 2014): Guitar Center, the world's largest retailer of musical instruments, is proud to announce that original web series *At: Guitar Center with Nic Harcourt* been awarded "Best in Industry" in the Entertainment Web Series category of the 2014 New Media Awards. This is Guitar Center's first New Media Award.

The New Media Awards are judged based on how well competitors use new media technologies to communicate to their audience. The size of the organization or the website is not a factored into the judging. A respected award in the tech community, this places Guitar Center on an impressive list of previous New Media Award winners including Pandora, Coca-Cola Beverage Institute for Health & Wellness, Coach, The MLB and more.

At: Guitar Center with Nic Harcourt, hosted by renowned music tastemaker Nic Harcourt, is an online extension of the award winning DIRECTV *Guitar Center Sessions*. The web series takes an in-depth look into the musician's background, craftsmanship and style in order to give listeners a sense of how the musician(s) came to be. The series began in 2011 and has since won two Telly awards for "best online music video" and "branded content." Recent guests have included; Buddy Guy, Midlake, Jeff Campbell, Daughtry and many more. Learn more about the podcast on the *At Guitar Center* podcast [website](#).

###

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 instruments for sale and rental, serving teachers, band directors, college professors and students since 1952. Guitar Center as we continue to help 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. For more information about Guitar Center, please

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

Subscribe to our RSS newsfeed at <http://feeds.feedburner.com/GuitarCenterPressroom>

About New Media Institution:

The New Media Institute (NMI) is a research and fact finding organization whose mission is to improve public understanding of issues surrounding the Internet and other forms new media communications. NMI works directly with the news media, researchers, academics, government and industry professionals and serves as a primary resource of facts, statistics and analysis.

Visit <http://www.newmedia.org> for more information.

FOR MORE INFORMATION PLEASE CONTACT

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

