



FOR IMMEDIATE RELEASE

GUITAR CENTER AND DIRECTV FEATURE ICONIC GUITARIST SLASH IN ORIGINAL 2-PART DOCUMENTARY AND LIVE CONCERT EVENT

ORIGINAL DOCUMENTARY FEATURES INTERVIEWS WITH DAVE GROHL, ALICE COOPER, JOE PERRY, DUFF MCKAGAN, NIKKI SIXX, DAVE MUSTAINE AND MORE

ANNOUNCEMENT HIGHLIGHTS:

- Concert special *'SLASH Featuring Myles Kennedy and The Conspirators Live from the Sunset Strip'* will debut on DIRECTV's Audience Network (channel 239) Nov 7th at 9pm
- Filmed at Hollywood's iconic venue The Roxy, the concert special features songs spanning SLASH's storied career
- Directed by Martyn Atkins, *'SLASH Raised On the Sunset Strip'* documentary will debut on DIRECTV's Audience Network (channel 239) Nov 13 at 10pm

Los Angeles, CA (October 29, 2014): Guitar Center and DIRECTV announced a two-part documentary and live concert event examining the life and music of GRAMMY Award-winning guitarist SLASH. With a world tour on the horizon and his new album *World On Fire* debuting in the top ten and garnering worldwide critical acclaim, the iconic guitarist remains one of the leading influences in music.

In a 90-minute live concert event – *SLASH Featuring Myles Kennedy and The Conspirators Live from the Sunset Strip* – viewers get a front row seat to Slash's recent show at one of Hollywood's most iconic venues, The Roxy, as part of Guitar Center's 50th Anniversary celebration. Filmed in stunning 4k and 5.1 surround sound, the special features songs from SLASH's recently released album *World on Fire* as well as classic Guns'N'Roses and Velvet Revolver hits. The concert brings a rock legend back to the stages where his career began: The Sunset Strip.

Watch a trailer for *SLASH Featuring Myles Kennedy and The Conspirators Live from the Sunset Strip* here: <http://youtu.be/ZW2l6bLjoQY>

The concert special leads into a 90-minute documentary directed by Martyn Atkins that takes viewers into the studio with the rock legend, combining new and archival footage with interviews from the artists and colleagues that influenced his incredible career. Tracing the rock icon's incredible journey, *SLASH Raised on the Sunset Strip* covers his childhood in both England and California's Laurel Canyon, his discovery of the guitar and arrival on the Sunset Strip, his meteoric rise with Guns'N'Roses, the evolution of Velvet Revolver, SLASH's solo career and his current band featuring Myles Kennedy and The Conspirators.

SLASH speaks in intricate detail about his drive and approach to the craft, successes, challenges, influences and collaborations with multiple artists. Interviews with rock legends including Dave Grohl, Alice Cooper, Joe Perry, Nikki Six, Duff McKagan, Steven Alder, Matt Sorum, Jerry Cantrell, Lemmy, Dave Mustaine, Marc Canter, Alan Niven, SLASH's wife Perla Hudson and more reveal the stories of how it all came to be and, more importantly, where he's heading.

Watch a trailer for *SLASH Raised on the Sunset Strip* here: <http://youtu.be/TS5h5NHc1XY>

Air Date Schedule

November 7, 2014 at 9pm

SLASH Featuring Myles Kennedy and The Conspirators Live from the Sunset Strip

November 13, 2014 at 10pm

SLASH Raised on the Sunset Strip

"Our incredible partnership with DIRECTV has allowed us to produce nearly 100 episodes of award-winning television, present cinematic musical experiences and now, venture into documentary filmmaking. We are honored to feature Slash, an artist of such incredible character and talent and someone with whom we share a 30-year relationship. This project not only celebrates the songs of one of rock's most iconic figures, but the story behind the man that made them a reality and is another step in the evolution of our mission to develop engaging, inspirational story driven films and broadcast content. We plan on continuing this foray into documentary production by telling the stories of other influential and iconic musicians in order to inspire our viewers and perpetuate a culture that celebrates musicians."

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

"DIRECTV is thrilled to present a film that captures the history of an extraordinary music icon. Slash embodies not just prolific talent, but, more so, the spirit of rock and roll. This film allows fans to hear his compelling story in his own words and through his iconic music. Slash's distinctive sound has made him an international superstar, and we're proud to take this ride with him back to the Sunset Strip."

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

Guitar Center and SLASH have a long-standing history of working together. Past partnerships include *Your Next Record with Slash*, *Guitar Center Onstage with Slash*, *Guitar Center Masterclass with Slash*, *Guitar Center Sessions* and more. *Slash Live from the Sunset Strip* is presented by Gibson and Epiphone along with proud partners Dunlop and MXR.

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About SLASH:

SLASH has amassed album sales of over **100 million copies**, garnered a **GRAMMY Award** and **seven GRAMMY nominations** and was inducted into the **Rock N Roll Hall of Fame**. **Time** magazine named **SLASH #2, behind Jimi Hendrix**, on its **"The Ten Best Electric Guitar Players of All-Time"** list. **SLASH** helped create signature sounds like the guitar riff on **#1 hits** for **Guns N Roses "Sweet Child o' Mine"** and **"Welcome To The Jungle."** After leaving the band, **SLASH** went on to critical acclaim with **SLASH's Snakepit** and global success with the **supergroup Velvet Revolver**. **SLASH's self-titled biography** critically well-received, climbed the bestseller list in both the **U.S.** and **U.K.** hitting **#8** on the **NY Times Bestsellers List**. **SLASH** landed on the top of the charts with his first solo album, **Slash** (2010) which featured **Ozzy Osbourne, Fergie** and more. **SLASH** and his band featuring **Myles Kennedy and The Conspirators** released the critically acclaimed **Apocalyptic Love (2012)** which stormed the **Billboard Top 200 Albums Chart** at **#4** as the **top rock debut** and produced his **first-ever #1 rock radio solo hits: "You're A Lie"** and **"Standing In The Sun."** **SLASH** released **Nothing Left To Fear (2013)** the **first-ever motion picture** he co-produced from **Slasher Films**, his film/TV production company. **On Sept. 16, 2014 SLASH** and his band unleashed their new album **WORLD ON FIRE** to worldwide acclaim (pull quotes here <http://tinyurl.com/k52e5qz>). **WORLD ON FIRE** marks **SLASH's third straight solo album to debut in the Top Ten** and achieved over **12 Top Ten** debuts around the world. The title track and first single **"World On Fire"** has ascended to **#1 at U.S. Rock Radio**. **WORLD ON FIRE is SLASH's third solo offering and second album** with his official band **The Conspirators** which features **MYLES KENNEDY** (vocals), **BRENT FITZ** (drums) and **TODD KERNS** (bass). www.slashonline.com

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 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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