

FOR IMMEDIATE RELEASE



New Study Released by The Onion Finds Only 88% Of Guitar Center Customers Become Famous Musicians

Current 3rd party research now warns that 1 out of 10 patrons manage to fall through the cracks of potential stardom

Announcement Highlights:

- **New study conducted by The Onion reveals only 88% of customers likely to “make it big”**
- **Data suggests 1 out of 10 patrons at risk of attaining no stardom whatsoever**
- **Further evidence concludes that almost 100% of customers could achieve international acclaim with the proper investment in high-end guitar strings**

(West Lake Village, CA) February 10, 2014 – Today, The Onion, America’s Finest News Source, released the results of a study that closely examined the true potential for Guitar Center customers to become famous musicians. Despite a popularly held belief that all customers who shop at Guitar Center will make it big, the study revealed that only a mere 88 percent of their customers are likely to go on and become famous musicians.

While specific details of the study’s sample size and demographic targeting were not disclosed, the study also added that despite the high number of music executives who regularly prowl the store’s aisles, scrutinizing the deafening clamor of 20 guitars being played simultaneously is difficult. Further, an alarming 1 out of 10 Guitar Center patrons manage to “fall through the cracks”.

The study went on to conclude that every one of Guitar Center’s customers would almost certainly become international music celebrities if they started buying the most expensive kind of strings. **The Onion’s report on the study can be read in its entirety here:** <http://www.theonion.com/articles/new-study-finds-only-88-of-guitar-center-customers,35227/>

“We are disappointed by the results, but at the heart of The Onion’s study is a story about a problem that we’ve been fighting for 50 years. Some will dispute their data, others will ignore it entirely. It would be premature for Guitar Center to speculate on what the true numbers really are until we have concluded our first quarter at the end of March.” – Mike Pratt – CEO, Guitar Center

Safe Harbor Statement

Forward-looking statements made in this press release are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. Forward-looking statements are based on current management expectations that involve risks and uncertainties that may result in those expectations not being realized. Potential risks and uncertainties include, but are not limited to, the risks described in our filings made with the Securities & Exchange Commission. It should also be noted that we realize this study is entirely fictional and without any factual academic merit. It's also really funny, and we love that.

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 256 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.***

About The Onion – America's Finest News Source

The Onion is an American digital media company and news satire organization. It runs an entertainment website featuring satirical articles reporting on international, national, and local news. www.theonion.com

For more information about Guitar Center, please visit www.guitarcenter.com

MEDIA CONTACT:

Christopher Ian Bennett
Vice President, Communications & Corporate Affairs
805.358.8491
media@guitarcenter.com