



Musician's Friend Hires Tony Motta as Director of Merchandising, Electric Guitars

Industry veteran Motta to focus on growing the Musician's Friend electric guitar and bass business

(Los Angeles, CA) April 24, 2014 – Musician's Friend, Inc. (MF), the largest direct response retailer of musical instruments and gear in the U.S., and a division of Guitar Center, announces that **Tony Motta** has been hired as Musician's Friend's **Director of Merchandising, Electric Guitars**. The announcement was made by Dana Litton, Musician's Friend's VP of Merchandising- Combo Products, and represents MF's ongoing expansion and continued emphasis on the electric guitar market. Tony was considered an ideal match for the role based on his many years of experience in the MI industry and deep knowledge of the guitar market. Prior to joining Musician's Friend, Motta held the position of Director of Sales, National Accounts, Fender Musical Instruments Corporation.

Tony's 16-year career in the M.I. world began at SWR in 1997 as a Telephone Sales Representative in Sylmar, California. After being promoted to Sales Administration Manager, he was then moved to Director of Sales, where he managed worldwide commerce for SWR in 2001. In 2003, Fender acquired SWR and appointed him Director of Sales, National Accounts, Fender Musical Instruments Corporation. In his new role, Tony will head up the Electric Guitars category in the Musician's Friend division.

"We are thrilled Tony will be joining the MF family and his many years of experience with a major vendor partner will be a huge advantage to our seasoned Merchandising team." - **Dana Litton, Vice President of Merchandising – Combo Products**

"I am extremely excited to be joining the Musician's Friend team. The quality of the people and the culture of the company are top notch and I am really looking forward to helping the company grow its electric guitar and bass business." - **Tony Motta, Director of Merchandising - Electric Guitars**

About Musician's Friend

Founded in 1983, Musician's Friend is a leading direct marketer of musical instruments in the United States. With more than 85,000 unique products, the company covers a wide range of musical categories including guitars, basses, amps, keyboards, live sound, recording equipment, drums and orchestral, as well as related accessories. The company markets and sells its products through its flagship web site, musiciansfriend.com, as well as its print catalogs and contact centers.

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.**

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

MEDIA CONTACT:

Preston Herscher | Guitar Center, Inc. | pherscher@guitarcenter.com | (206) 255-7219