



Musician's Friend Names Michael Weiss as Vice President, Marketing

Weiss to focus on educating, inspiring, and engaging customers throughout their musical journey

Los Angeles, CA, January 21, 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 **Michael Weiss** has been named as **Musician's Friend's Vice President, Marketing**. The announcement was made by **Gene Joly, President, Musician's Friend Division**.

Weiss is an accomplished musician who has played in front of large audiences across the country for more than 20 years. He has worked in the entertainment industry as a story editor and script analyst, working with Quincy Jones, Jerry Bruckheimer, Arnold Kopelson and Propaganda Films. As a regular TEDx Talker, teacher and speaker, he has spoken to thousands of people all over the United States.

Utilizing his extensive management, marketing and sales experience, Weiss was CEO of southern California web agency imagistic for over 14 years. During this time, he worked with many world-renowned clients including Disney, FOX, ACLU, The Christopher & Dana Reeve Foundation, GE Private Asset Management, Estée Lauder, Technicolor, Walden Media, Hollywood.com, The Southern Poverty Law Center, Sir Speedy, Capitol Records, California Pizza Kitchen, Kellogg's, Bank of America and UCLA.

With a Bachelor of Arts in Psychology and a Master's Degree in Counseling Psychology, Weiss also possesses a background in education and counseling. He serves on advisory boards for several philanthropic organizations, including The Ojai Foundation and The Wildwoods Foundation.

Gene Joly, President – Musician's Friend Division, said, "Michael came to Musician's Friend via a short-term marketing consulting engagement. He was so good, we had to hire him! Michael brings a long career in marketing plus a passion for playing guitar to our team. We are fortunate to have him on board."

Michael Weiss said, "I started buying gear from Gene Joly when I was 11 years old. To work side by side with him at Musician's Friend three decades later not only feels like a natural fit, but it also plays into my passion for music and gear. I'm a musician and a marketer. I am excited to work with the marketing team and merchants to create more ways that educate, inspire and engage our customers throughout their musical journey."

About Musician's Friend

Musician's Friend, Inc. is a global top 50 Internet retailer and the leading direct marketer of musical instruments in the United States. [Musician's Friend](#) is a wholly owned subsidiary of Guitar Center, the largest retailer of musical equipment. Musician's Friend, Inc., was founded in 1983. With more than 70,000 unique products for sale, the company covers a wide range of musical needs, including guitars, basses, amplifiers, keyboards, live sound, recording equipment, drums, percussion, woodwind, brass and orchestral stringed instruments, as well as related accessories that are marketed through [musiciansfriend.com](#), its print catalogs and contact centers.

About Guitar Center

Guitar Center is the world's largest retailer of guitars, amplifiers, drums, keyboards, recording, live sound, DJ and lighting equipment. Our retail store subsidiary presently operates more than 250 Guitar Center stores across the U.S. We are also the largest direct response retailer of musical instruments in the United States through our wholly owned subsidiary, Musician's Friend, Inc. In addition, our Music & Arts division operates more than 120 stores specializing in band instruments for sale and rental, serving students, teachers, band directors and college professors. More information on Guitar Center can be found by visiting the company's Website at [www.guitarcenter.com](#).

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