



## Musician's Friend Debuts Live Webinar Series To Thousands of Viewers

*Special guest world-renowned guitarist Steve Vai connects with webinar viewers through live performance and interactive Q&A*

### Announcement Highlights:

- **Musician's Friend launches all new, live webinar series.**
- **Special guest Steve Vai shares his thoughts on the perfect order for guitar effects pedals through live performance and interactive Q&A.**

**(Los Angeles, CA) July 18, 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, Inc., premiered the first episode of their new webinar series on Wednesday, July 16 with special guest, renowned guitarist Steve Vai. This new web series is designed to be an interactive experience where online viewers can ask questions and share their thoughts with top talented experts in the musical instruments industry. Each episode is a live broadcast and includes a chat room where viewers can interact with Musician's Friend Gear Heads, brand experts and other viewers, who will answer questions in real-time. **Musician's Friend is proud to offer this new educational opportunity to engage larger audiences from all over the world.**

During this first episode, Musician's Friend Private Reserve Guitars' spokesperson Brian Baggett, host of many Musician's Friend Youtube videos, sat down with guitar hero Steve Vai to discuss the proper order in which to run guitar effects pedals. BOSS, the sponsor of the episode, provided the effects pedals seen in the show. This first episode was a major success with thousands of people logging on to watch live. This inaugural webinar can be watched in its entirety here:

<http://www.musiciansfriend.com/pages/steve-vai-webinar>

Each episode will focus on a specific topic and will feature a variety of experts who will be able to share their thoughts and help answer any questions from the viewers. Airdates and information about future episodes will be announced at [Musiciansfriend.com](http://Musiciansfriend.com)

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### About BOSS

Known around the world as the company that put the "stomp" in "stompbox," BOSS is the division of Roland Corporation most easily recognized for its legendary line of colorful guitar and bass effects pedals. But beyond these killer pedals, BOSS has pushed the envelope for over 30 years with innovative multi-effects, rhythm machines, personal digital studios and other easy-to-use instruments for musicians of all types. Put simply, BOSS gives you the great-sounding tools you need to spend less time tweaking and more time playing. Learn more at <http://www.bossus.com/>

### 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](http://musiciansfriend.com), as well as its print catalogs and contact centers.

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