**Music Aficionado Inc. Announces the Launch of Their Online Community for Music Enthusiasts and Exclusive Partnership with Guitar Center**

New online social community provides resources for musicians and enthusiasts alike

***Los Angeles, CA*** *(January 19, 2016)*: Music Aficionado Inc.announces the launch of its new online social media community for music enthusiasts, [MusicAficionado.com](http://musicaficionado.com/) and an exclusive retail partnership with the world’s largest instrument retailer, Guitar Center, to provide the best possible customer experience to passionate music enthusiasts.

Launching at the NAMM Show, [MusicAficionado.com](http://musicaficionado.com/) will provide music enthusiasts with a place to collect, share, listen to and discuss everything they love about music from their favorite new albums, playlists and artists to their favorite piece of gear, instructional videos and altered tunings. Available through its website and native mobile apps for iOS and Android, Music Aficionado brings everything and everyone from the world of music together in one elegant place.

Additionally, Music Aficionado welcomes Guitar Center as its exclusive retail partner to the MI industry and will be integrating its library of member-curated recommendations with GC’s unique customer support network and deep inventory of music products. The strategic partnership between Music Aficionado and Guitar Center will create a game-changing social commerce model for the MI Industry as a whole.

“From the beginning our vision for Music Aficionado was to develop a customized social media platform for the MI Industry – something truly innovative – and then build the biggest, most passionate community of music enthusiasts in the world around it,” said Greg Di Benedetto, co-founder and publisher for Music Aficionado (and former publisher of Guitar World and Guitar Aficionado). “With Guitar Center's massive reach and full support, we are perfectly positioned to realize that dream."

In private-beta by invitation-only for over a year, Music Aficionado solicited the input and feedback of leading players, brands and influencers worldwide to create the ultimate destination for music enthusiasts. The site’s official launch also marks the beginning of a major marketing campaign in partnership with Guitar Center. Through a year-long series of targeted email campaigns, online initiatives and in-store promotions, Music Aficionado Inc. will introduce Guitar Center’s vast customer base to the Music Aficionado community.

“Guitar Center is a company built by and for people who are passionate about music, and it’s imperative for us to create new avenues to support the ever-evolving music community,” said Frank Crowson, senior vice president of marketing for Guitar Center. “Our partnership with Music Aficionado will allow us to continue our mission to perpetuate a culture that celebrates all genres of musicians and aspiring musicians alike.”

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**About Music Aficionado:**

Music Aficionado is a web startup with a big dream: we want to create the most compelling, passionate and useful online community for music enthusiasts in the world. Founded by music and software industry veterans – Greg Di Benedetto, Derek Penn and Fred Goldring — Music Aficionado combines the editorial and industry expertise of a traditional magazine with the unique social interactions and boundless content possibilities of an online social media community. Through its web site and native mobile apps for iOS and Android, Music Aficionado provides music enthusiasts with a place to collect, share, listen to and discuss everything they love about music with like-minded members. Music Aficionado’s mission is simple: to bring everything and everyone from the world of music together in one elegant place. For more information about Music Aficionado, please visit [www.musicaficionado.com](http://www.musicaficionado.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 270 stores across the U.S. and one of the top direct sales websites in the industry, Guitar Center has helped people make music for more than 50 years. In addition, Guitar Center’s sister brands include Music & Arts, which operates more than 120 stores specializing in band & orchestral instruments for sale and rental, serving teachers, band directors, college professors and students, and Musician’s Friend, a leading direct marketer of musical instruments in the United States. With an unrivaled in-store experience, an industry-leading online presence 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. For more information about Guitar Center, please visit [www.guitarcenter.com](http://www.guitarcenter.com/%22%20%5Ct%20%22_blank).

You can visit our press room at <http://www.guitarcenter.com/pages/press-room>, and send media inquiries to media@guitarcenter.com.

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