

PREMIERGuitar

The relentless pursuit of tone

www.premiorguitar.com

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***Premier Guitar's* Gear Search to help serious guitar players find and sell guitars and related gear**

Online service offers unlimited equipment listing period for individuals and dealers, backed by the reputation of Premier Guitar™ magazine

CEDAR RAPIDS, IOWA (Jan. 19, 2006) – *Premier Guitar* magazine, formerly published as *Musicians Hotline™*, has launched a new interactive service to help guitar players seek and find instruments and guitar gear they need. *Premier Guitar's* Gear Search is part of a series of integrated multimedia services providing customers with print, Internet, database and event services – four distinct channels to promote, locate, sell and/or buy gear.

Gear Search, accessible at www.premiorguitar.com, enables guitar gear junkies to shop in a virtual mall where instrument dealers and individuals list their premier guitar equipment for sale.

"This is a truly innovate approach to selling guitars and gear," said Trent Salter, publisher of *Premier Guitar* and president of Gearhead Communications. "We encourage all guitar players to come online and check out the premier equipment in our mall. Gearheads can even post an equipment request to locate that one hard-to-find piece of gear they've been hoping to find."

Guitar players and dealers can post instruments for sale, said Salter. They can also create reminder tags for their own personal favorites and meet up virtually with other Gearheads to exchange ideas and opinions in the monitored Gearhead forum.

Unlike other Internet-based options available to guitarists, Gear Search offers an **unlimited listing period with no subscription or listing fee.**

Gear Search already has thousands of items listed from other gearheads and from the most reputable dealers across the country. Since launching after Thanksgiving, Gear Search has already recorded **2.8 million** hits and attracted **257,946 visitors** who have viewed **1,101,729 pages**.

Through June 30, 2007 the new service will be free of charge for both individuals and dealers. Registered users of *Premier Guitar's* Gear Search can receive a free subscription to *Premier Guitar's* monthly e-letter – a complete online issue of *Premier Guitar* with every article and every advertisement that appears in the print product, which is made accessible by unique, page-turning software.

Premier Guitar is among the industry's most respected publications edited for serious, accomplished players. Published since 1995, *Premier Guitar* is read, in print and online, each month by more than 250,000 of the most qualified buyers and sellers in the market.

For more information, visit www.premierguitar.com/gearsearch or call 877-704-GEAR (4327).

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Premier Guitar

Premier Guitar is a monthly publication that is dedicated to the "relentless pursuit of tone" and is edited for serious and accomplished players. The magazine provides gearheads with the resources to help them evolve into better artists and ultimately develop and improve their tone. The magazine, which is published by Gearhead Communications, is based in Cedar Rapids and Fort Dodge, Iowa and is read monthly by more than 75,000 people. The Company's online portal, www.premierguitar.com, allows more than 200,000 visitors each month to read and print that month's entire issue of *Premier Guitar*. The portal also offers, via its *Gear Search* function, viewers the opportunity to search an interactive database of thousands of pieces of gear. Last month the portal recorded more than 750,000 page views; almost 1.8 million hits; and an average visit length approaching seven minutes.