

PREMIERGuitar

The relentless pursuit of tone

www.premiorguitar.com

EMBARGOED UNTIL 9 A.M. EST, JAN. 18

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Musicians Hotline™ announces name change to Premier Guitar

New name chosen to reflect magazine's editorial positioning and introduction of multi-media services

CEDAR RAPIDS, IOWA (Jan. 18, 2006) – Building on the continued enhancement of *Musicians Hotline™*, a monthly publication for accomplished guitar players, the magazine has changed its name to *Premier Guitar*.

The name change ushers in a new period of growth for the publication, which recently introduced version 3.0 of its online portal, www.premiorguitar.com, and is implementing even further upgrades to best serve its readers.

"*Premier Guitar* reflects our position of serving serious and accomplished guitarists – those with the most exacting informational needs and those with the most discretionary income to invest in their relentless pursuit of tone," said Trent Salter, publisher of *Premier Guitar* and president of Gearhead Communications. "Although we have changed the name of our publication, we will continue to stay true to our loyal followers by providing them with the resources they need to become the very best guitar players they can be."

In its 12 years of existence, *Premier Guitar* has matured from a small regional publication to a nationwide magazine that has become a leader in providing cutting-edge editorial, tips, riffs and product information for serious and accomplished guitar players.

The magazine premiered in June 1995 as *Midwest Musicians Hotline*, covering seven states in the Midwest. *Midwest Musicians Hotline* rapidly expanded into a nationwide magazine and became a leading source for guitar players to develop and improve their tone.

In 2006, Salter joined forces with successful media investors to create Gearhead Communications, to enhance the magazine; to build a leading Web

portal; and to develop an event business, thereby creating a true multimedia platform.

Today, the magazine is one of the fastest growing publications in the industry. *Premier Guitar* is circulated every month to more than 25,000 readers, with a total estimated print readership of 75,000. It is distributed mainly to semi-professional and professional guitar players, studio musicians, collectors, production companies, and equipment dealers and manufacturers.

"Since we launched our new portal on Thanksgiving we've enjoyed 2.8 million hits and attracted 257,946 visitors who have read more than 1.1 million pages," said Salter. "With our fine online magazine, new interactive Gear Search service, a constantly bigger and better magazine, and our entry into the event business, we believe we've become a "premier" multimedia service for guitarists and for the manufacturers and dealers who serve them."

The name change is accompanied by an updated logo and a new tagline: "The relentless pursuit of tone."

"We are very excited about this new chapter in the magazine's history," said Peter Sprague, managing member of Gearhead Communications and a media industry veteran. "As *Premier Guitar* moves forward, we will continue to build the industry's most comprehensive package of multimedia opportunities, including print, electronic and event services. We expect to invest well over \$1 million in the franchise in the coming year."

Premier Guitar will launch its new name with the February 2007 issue at the NAMM Show 2007 in Anaheim, Calif., on Jan. 18.

For more information about *Premier Guitar* and the magazine's name change, please visit www.premierguitar.com or contact Trent Salter at 888-247-2009.

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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.