



[www.premierguitar.com](http://www.premierguitar.com)

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*Premier Guitar*<sup>™</sup> unveils proprietary video instruction resource, Premier Clinic, powered by TrueFire

***Premier Guitar* and TrueFire partner to provide guitar players with free interactive video guitar instruction**

CEDAR RAPIDS, IOWA (April 26, 2007) – Guitar enthusiasts visiting *Premier Guitar's*<sup>™</sup> Web site, [www.premierguitar.com](http://www.premierguitar.com), now have free access to Premier Clinic, an interactive video learning system and multi-track curriculum, powered by TrueFire ([www.truefire.com](http://www.truefire.com)), the leaders in online guitar education.

"Premier Clinic is a fantastic new resource for the thousands of guitar players that frequent PremierGuitar.com on a daily basis. TrueFire's world class educators lead players through a proven regimen and curriculum to help them develop better rhythm, soloing and improvisational skills," said Peter Sprague, managing member of Gearhead Communications, publishers of Premier Guitar and owners of Premier Guitar<sup>™</sup> Shows. "Premier Clinic will provide our community of players with yet another advantage in their 'relentless pursuit of tone'."

Premier Clinic's curriculum is crafted from TrueFire's library of over 3,500 interactive video lessons which span blues, rock, jazz, twang, fingerstyle and special techniques. Video lessons are supported with downloadable practice rhythm tracks, notation and Power Tab. A proprietary lesson player delivers a multimedia learning experience.

"Premier Guitar readers and Web site visitors are demanding gear heads and discriminating players. We needed to structure a multi-track curriculum that covered a variety of styles and techniques designed for intermediate, advanced and pro players," said Brad Wendkos, founder and president of TrueFire. "The Premier Clinic lesson console was likewise optimized to accelerate the learning process for this level of player with a variety of lesson assets and handy controls."

Premier Clinic can be accessed anytime from the home page of Premier Guitar's Web site, [www.premierguitar.com](http://www.premierguitar.com). Premier Clinic is the latest free offering from Premier Guitar joining free Web editions, podcasts, Web exclusives, forums and Gear Search.

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### **About 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, to develop and to improve their tone. The magazine, published by Gearhead Communications, is based in Cedar Rapids and in Fort Dodge, Iowa and is read monthly by more than 90,000 people. The Company's online portal, [www.premierguitar.com](http://www.premierguitar.com), serves more than 400,000 visitors each month that read and, in some cases, print that month's entire issue of *Premier Guitar* via its unique page turning software. The portal also offers, via its Gear Search function, viewers the opportunity to search an interactive database of more than 15,000 pieces of gear. In March, the portal recorded more than 1.15 million page views; 3.16 million hits; and an average visit length approaching seven minutes. To give serious guitar players an opportunity to share their guitar passion with others, Premier Guitar will also offer four guitar festivals in 2007: New England Guitar Festival, Boston, Ma., Sept. 14 to 16; Midwest Guitar Festival, Chicago, Ill., Oct. 5 to 7; Mid-Atlantic Guitar Festival, Washington, D.C., Nov. 16 to 18; and, Northeast Guitar Festival, New Jersey, Dec. 7 to 9.

### **About TrueFire**

TrueFire is a guitar education software publisher and comprehensive online resource for musician-centric content. TrueFire's interactive library is comprised of thousands of lessons presented by 450 artists and educators.

Guitar pros, instructors, players and enthusiasts from over 170 countries download lessons, stream video content and interact with TrueFire's proprietary software to achieve their educational goals.

TrueFire TV broadcasts music instruction, performances, interviews, gear demos and other music-centric content to players, students and enthusiasts the world over.

For more information about TrueFire or TrueFire TV, please visit [www.truefire.com](http://www.truefire.com) and [www.truefire.tv](http://www.truefire.tv) or email [info@truefire.com](mailto:info@truefire.com).