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**For Immediate Release**

*Premier Guitar Welcomes*  
Gary Ciocci and Jon Levy to Management Team

June 17, 2008 – Mount Vernon, Iowa – Marking a new phase in its rapid progress, *Premier Guitar* magazine is welcoming Gary Ciocci and Jon Levy to the company's management team. Peter Sprague, the CEO of *Premier Guitar*, has announced that the guitar industry veterans will join *PG* as Managing Directors and partners beginning with the Summer NAMM show in Nashville.

In their new roles Ciocci and Levy will oversee all sales and marketing activities and be responsible for all of *Premier Guitar's* business development relating to its fast-growing activities in print; in online offerings; and in consumer events. Coordinating the company's sales, editorial and marketing staff, the pair will work with industry and lifestyle advertisers to develop new products and services and to continue growing audiences for *Premier Guitar's* multimedia content. Ciocci and Levy will both report to CEO Peter Sprague.

Bringing aboard two experienced industry pros with strong connections to manufacturers throughout the M.I. community demonstrates *Premier Guitar's* continuing commitment to serve readers and advertisers with top notch content delivered through multiple and integrated media channels.

"I've admired *Premier Guitar's* approach to the community and the way they've integrated online and print audience delivery," said Ciocci. "I'm looking forward to helping *Premier Guitar* continue extending its reach and developing new products and services that benefit readers and manufacturers in the US and around the world."

"*Premier Guitar* has made amazing strides by offering in-depth content to its readers and strong service to its marketing partners," Levy said. "I'm excited to be part of the team that'll be building on this success in the years ahead."

“We’ve been fortunate to build *Premier Guitar* into a formidable multimedia business in a reasonably short period of time. Any business, at the end of the day, rises or falls on the character and talent of the people who work there every day,” said Peter Sprague, *Premier Guitar* CEO. “Therefore, Trent Salter, our founding Publisher, and Patti Sprague, our COO/CFO, and I are thrilled that Gary and Jon are joining us. We consider it to be the ultimate recognition of the work we’ve been doing coming as it did from two of the industry’s most knowledgeable and most respected marketing talents. Because of their talent and character, we are totally jazzed to have Gary and Jon join us as partners, colleagues, and friends. We’re also really psyched about the plans Gary and Jon will develop with the rest of our team to continue to expand our services, products, and influence.”

During his 25+ year publishing career, Gary Ciocci has developed a thorough understanding of the relationship between various media platforms, their audiences and their advertisers. Ciocci most recently served as Associate Publisher / Ad Director Northeast for NewBay Media, where he spearheaded ad sales for *Guitar Player*, *Bass Player*, *EQ* and *Keyboard* magazines.

Jon Levy joins *Premier Guitar* with a two-decade background in marketing, shaped by his experience as a writer, media buyer and advertising director. Levy most recently served as Ad Director Southwest for NewBay Media’s *Guitar Player*, *Bass Player*, *EQ* and *Keyboard* magazines.

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#### **About Premier Guitar**

Offering guitarists a multimedia source for news, gear info and education/instruction, *Premier Guitar* is the media home for players who are serious about their tone. *PG*’s gear-centric print magazine has a monthly circulation of 25,000 complemented by huge online reach, including the industry’s only complete, freely accessible [online magazine](#) which attracts a 30% international readership; a web site that’s the fastest-growing portal in the guitar industry with over 350,000 unique visitors every month; and the market’s leading interactive gear search service, [Gear Search](#), where players can find, buy and sell gear with over 50,000 pieces of gear listed and over 200,000 visitors every month. Published by Gearhead Communications, LLC, *Premier Guitar* is employee-owned and headquartered in Mount Vernon, Iowa with offices throughout the U.S.