

PREMIER Guitar

Vintage Guitar Pro and Premier Guitar partnership to offer high-quality/low-cost guitar appraisals

Premier Guitar has teamed up with Vintage Guitar Pro to bring readers a cool new service.

June 22, 2009 - [PRLog](#) -- Online guitar appraisal provider, Vintage Guitar Pro, and multimedia guitar company, Premier Guitar, have teamed up to bring high-quality appraisals by Vintage Guitar Pro to a broader audience of serious guitarists at a preferred Premier Guitar reader price. The reduced-price appraisal service will be offered to individuals who enter the Vintage Guitar Pro Web site through a special link, which will be featured in multiple issues of Premier Guitar's print magazine, digital magazine and Web site.

"We are honored to partner with Premier Guitar and offer their readership the highest quality, most accurate, unbiased appraisals available," says Allen Chiles, owner and operator of Vintage Guitar Pro. "I feel that this service will be a boon to PG's readers whether it be in protecting their investment with an insurance appraisal, getting what the guitar is worth using a current market value appraisal, or as a tool for the possible investment in the purchase of an instrument. We look forward to this and many other projects with Premier Guitar."

The link to the preferred price appraisal service is <http://www.vintageguitarpro.com/pg>.

"We are excited to pursue this joint-venture with Vintage Guitar Pro," says Nick Ireland, marketing manager for Premier Guitar. "Vintage Guitar Pro brings a tremendous amount of experience, expertise and authority to the table in the area of vintage guitars, basses and amps."

Vintage Guitar Pro's appraisal procedure is housed online in its entirety, so that owners never have to part with their gear during the appraisal process. "Aside from the great amount of credibility Vintage Guitar Pro has to offer from being in the business for more than 30 years, we feel that their innovative approach to offering a high-quality product online meshes well with what we are doing at Premier Guitar," says Ireland.

Video is available at PremierGuitar.com of Chiles in action as he appraises guitars on the Reunion Blues Vintage Guitar Road Show. Go to the following link to view the video:

http://www.premierguitar.com/Video/20090218/557/Reunion_B...

For more information, contact Nick Ireland, marketing manager for Premier Guitar, at (319) 895-0050 or nick@premierguitar.com.

About Vintage Guitar Pro:

In the vintage guitar business for 30 years and online since 2002, Vintage Guitar Pro (www.vintageguitarpro.com/pg) was one of the first sites to offer online vintage guitar appraisals. Vintage Guitar Pro does not have a brick and mortar shop, nor is it connected in any way to the buying and selling of instruments, so Vintage Guitar Pro is in the unique position among vintage guitar experts to provide true and accurate appraisals. Also different from most other appraisal services (provided by dealers) those 30 years of experience are not the "combined" experience of several people— Vintage Guitar Pro has one

appraiser, Allen Chiles, who does all the appraisals himself. Impartial, honest appraisals are offered for insurance purposes and market value documentation—whichever, the customer needs. While the primary focus is on offering quality guitar appraisals, the website also provides visitors with vintage guitar information, articles, a serial number database, and more. Vintage Guitar Pro is based in Southern California; owned and operated by Allen and Alyce Chiles.

Allen Chiles has been in the guitar business for 30 years. Born and raised in Richmond, VA, he began working on guitars in 1979, then started working in different guitar shops in 1980 doing sales and beginning his repair education. He collected and repaired guitars for years before opening his first shop in 1993 - Allen's Music - in Mechanicsville, VA, where he did a great degree of buying and repairs, and worked the guitar show circuit.

In 1995, Chiles opened a shop in downtown Richmond - 2nd Street Guitar Company. In addition to running his own shop, he covered a large portion of the repair work and authentications for other shops in the Richmond area. In 1997, he went out to Southern California for a NAMM show. That was all she wrote. He went back to Richmond long enough to shut down the shop and pack his bags. He continued collecting and repairing guitars and started VintageGuitarPro.com.

About Premier Guitar:

Offering guitarists a multimedia source for news, gear info and education/instruction, PG is the media home for players who are serious about their tone. PG's gear-centric print magazine has a monthly circulation of 32,000 complemented by the industry's only complete, freely accessible online magazine (<http://digital.premierguitar.com>) that attracts more than 32,000 monthly visits; a Web site (<http://www.premierguitar.com>) that is the fastest-growing portal in the guitar industry with an average of more than 330,000 unique visitors consuming almost 10 million page views per month; and the market's leading interactive gear search service that attracts more than 200,000 monthly visitors. With nearly 50,000 pieces of gear, players can find, buy and sell gear on Gear Search (www.premierguitar.com/gear/gear_search.aspx). Published by Gearhead Communications, LLC, Premier Guitar is employee-owned and based in Mount Vernon, Iowa with offices throughout the U.S.

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