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GoPro and Guitar Center Present Done in One

GoPro Music Moments Curated in Nationwide User Generated Content Campaign

SAN MATEO, Calif., March 2, 2015 /PRNewswire/ -- [GoPro, Inc.](#) (NASDAQ:GPRO), enabler of some of today's most engaging content, announced the launch of the *Done in One* campaign, offering musicians an opportunity to capture their best GoPro musical moment in one take. This ongoing multi-tiered national campaign is co-presented by Guitar Center and GoPro. Contestants will submit their best raw GoPro music clip for a chance to win career supporting prize packages from Guitar Center, GoPro and participating musical instrument partners.

"As the leader in content creation and story telling, it's rad to partner with the world's largest music retailer, Guitar Center, to combine our efforts and passion for music with the launch of the Done in One campaign," says Director of Music Marketing for GoPro, Neil Dana. "Done in One will change how music is seen and experienced, while generating epic music moments and helping artists gain global recognition."

Learn More Here: <http://youtu.be/J0kfGvIvJ1A>

How to Enter:

Musicians nationwide are encouraged to upload their best-unedited GoPro music moment, captured with a GoPro camera, to the official *Done in One* website: <http://www.guitarcenter.com/doneinone>. Judges will review artist's submissions based on cinematography and perspective, creativity and originality, sound and lighting and performance and style. After GoPro approves and selects the top raw clips, the team will post the content to the official *Done in One* contest website (see contest website for full details). One winning video will be selected each month to receive the monthly prize pack and one Grand prize winner will be selected after 5 months to receive the ultimate prize pack.

Monthly Prize Package Includes:

- \$1,000 in cash and gear from GoPro
- \$1,000 Guitar Center shopping spree
- New gear from the top musical instrument partners, valued at nearly \$8,000

Ultimate Grand Prize Includes:

- \$20,000 in cash and studio recording time from GoPro
- \$5,000 Guitar Center shopping spree
- Over \$40,000 worth of high-end gear from the top music instrument partners

"Guitar Center has worked for years to create new ways to support musicians and it's always inspiring to see other brands join the cause," says Manager, Music Marketing & Artist Relations for Guitar Center, Jake Cheung. "GoPro has been a great partner for us on past programs, not to mention they are one of the world's largest and most respected content providers, so this was a perfect opportunity to come together to give musicians a chance to be discovered."

Musical Instrument Partners for *Done in One* include: DW, Blue Microphones, QSC, Taylor Guitars, Dunlop, Zildjian, Yamaha, Epiphone and Ernie Ball.

About GoPro, Inc. (NASDAQ:GPRO)

GoPro, Inc. is transforming the way consumers capture, manage, share and enjoy meaningful life experiences. We do this by enabling people to capture compelling, immersive photo and video content of themselves participating in their favorite activities. Our customers include some of the world's most active and passionate people. The volume and quality of their shared GoPro content, coupled with their enthusiasm for our brand, are virally driving awareness and demand for our products.

What began as an idea to help athletes document themselves engaged in their sport has become a widely adopted solution for people to document themselves engaged in their interests, whatever they may be. From extreme to mainstream, professional to consumer, GoPro has enabled the world to capture and share its passions, and the world, in turn, is enabling GoPro to become

one of the most exciting and aspirational companies of our time.

For more information, visit www.gopro.com or connect with GoPro on [YouTube](#), [Twitter](#), [Facebook](#), [Pinterest](#) or [LinkedIn](#).

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About Guitar Center:

Guitar Center is the world's largest retailer of guitars, amplifiers, drums, keyboards, recording, live sound, DJ, and lighting equipment. With more than 260 stores across the U.S. and one of the top direct sales websites in the industry, Guitar Center has helped people make music for more than 50 years. In addition, Guitar Center's sister brands includes Music & Arts, which operates more than 120 stores specializing in band & orchestral instruments for sale and rental, serving teachers, band directors, college professors and students, and Musician's Friend, a leading direct marketer of musical instruments in the United States. With an unrivaled in-store experience, an industry-leading online presence and passionate commitment to making gear easy-to-buy, Guitar Center is all about enabling musicians and non-musicians alike to experience the almost indescribable joy that comes from playing an instrument. All we sell is the greatest feeling on earth. For more information about Guitar Center, please visit www.guitarcenter.com.

You can subscribe to our RSS newsfeed at <http://feeds.feedburner.com/GuitarCenterPressroom>, visit our press room at <http://gc.guitarcenter.com/pressroom/> and send media inquiries to media@guitarcenter.com.

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/gopro-and-guitar-center-present-done-in-one-300043753.html>

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