

Gibson Guitar to Sponsor the 26th Chicago Blues Festival at Grant Park June 12-14

Chicago, IL—June 9, 2009—Gibson Guitar, the world's premier musical instrument manufacturer and leader in music technology announced its sponsorship of the 2009 Chicago Blues Festival. The Chicago Blues Festival is the largest free blues festival in the world and remains the largest of Chicago's music festivals. During three days on six stages, more than 640,000 blues fans prove that Chicago is the "Blues Capital of the World." Past performers include Bonnie Raitt, Ray Charles, B.B. King, the late Bo Diddley, Buddy Guy and the late Koko Taylor. Gibson Guitar will be the exclusive guitar sponsor for the festival and the title sponsor of the Crossroads Stage.

Gibson's longstanding history and tradition in crafting the world's finest musical instruments has been integral in the success of many a blues legend of the past and present. Gibson guitars have helped to inspire the tone of blues greats such as B.B. King, T-Bone Walker, Albert King, Carl Weathersby, Johnny Winter and Joe Bonamassa. Gibson is honored to take part in events such as the Chicago Blues Festival, which will continue to shape and influence the blues greats of tomorrow.

The Chicago Blues Festival kicks off June 12 through June 14 in Grant Park. This free and critically acclaimed event showcases the talents of Blues musicians known throughout the world. Always rooted in the struggle, the music often is as uplifting as it is entertaining. Each day of the fest tells a different story about life, loss, independence and freedom and this year they will celebrate the life and work of Robert Nighthawk on the centennial of his birth. In tribute to Nighthawk, you can be a part of the "Art of Slide Guitar"

session featuring Jeremy Spencer, Lil Ed, John Primer & Elmore James Jr. Daily Festival hours are from 11am to 9:30pm.

The Gibson Guitar Crossroads stage located on Jackson and Lake Shore Drive in Grant Park will provide music fans with the ultimate guitar experience. The “state-of-the-art” Gibson Custom Shop trailer will be on-site during the festival. The trailer is an interactive museum where fans of the brand and guitar enthusiasts alike will be able to admire guitars from Gibson’s illustrious history. Individuals can test out all time favorites like the ES-335 as well as new models like the Gibson USA Raw Power Series. Gibson staff will be on-site to talk with the public about current models and, of course, reminisce about the classics.

Best Buy and Gibson Guitar will be hosting a special guitar promotion to showcase Best Buy’s new Musical Instrument Division. Consumers will be able to register for a chance to win a customized Gibson SG at the Best Buy tent and the Gibson Custom Shop trailer. Drawings to win the guitars will take place at each of the Chicago area Best Buy Musical Instruments locations the following weekend.

For more information please visit www.gibson.com or www.chicagobluesfestival.us