



FOR IMMEDIATE RELEASE

**PLANET LA AND PARTNERS HOST INDUSRY EVENT AT GIBSON SHOWROOM  
FILM/TV MUSIC SHOWCASE AND SUMMER SERIES KICK-OFF**

(Los Angeles, CA, July 12, 2012) Planet LA Records, Gibson Guitar, The Jimmy Lloyd Songwriter Showcase, Clamorhouse, Whole Foods Market and partners will hold a private industry at the Gibson Guitar Showroom in Beverly Hills, California on July 12, 2012.

The industry event will launch a Film/TV music series of showcases at the Gibson Guitar Showroom in Beverly Hills and a Summer Music Series at Whole Foods Market West Hollywood to coincide with their sponsorship of the annual Sunset Strip Music Festival. The event will feature performances by Totsy, Olin and The Moon, Jared Lee, Clair Reilly-Roe and Jimmy Lloyd of the NBC TV show the "Jimmy Lloyd Songwriter Showcase."

Brand partners supporting the event include Gibson Guitar, Whole Foods Market, Hubert's Lemonade, Hydros Water Bottles, HD Radio, La Pan's Foods, Popchips, Rev7 Gum, Tito's Handmade Vodka, Dapper Industries and more. Drawing prizes from HD Radio and brand partners will also support the Whole Planet Foundation.

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Planet LA Records is an independent record label, music publisher and branded entertainment entity based in Los Angeles, California. Planet LA Records represents recording artists including Native June, When Planets Align and others. Planet LA has partnerships with leading brands including Gibson Guitar, Hubert's Lemonade, Hydros Water Bottles, Popchips, Rev7 Gum, Whole Foods Market and others. For press or other inquiries, please email contact [at] planetlarecords.com or visit PlanetLARecords.com

Gibson is known worldwide for producing classic models in every major style of fretted instrument including acoustic and electric guitars, mandolins and banjos. The Gibson Les Paul guitar is the best selling guitar of all time and bears the name of the late, great Les Paul. Gibson's HD.6X-PRO Digital Guitar, the Gibson Robot Guitar, the Gibson's Dark Fire and the Gibson Dusk Tiger all represent the biggest advances in electric guitar design in over 70 years. The Gibson Foundation is the philanthropic arm of the Gibson Guitar Corp. and dedicates its time and services to making the world a better place for children through its support of music, education, health and human services. Founded in 1984 in Kalamazoo, MI and headquartered in Nashville since 1984, Gibson Guitar Corp.'s family of brands now includes Epiphone, Dobro, Kramer, Steinberger, Tobias, Echoplex, Electar, Flatiar, Slingerland, Valley Arts, Maestro, Oberheim, Baldwin, Sunshine Piano, Take Anywhere Technology, J&C Fischer, Chickering, Hamilton and Wurlitzer. (Gibson has the following FSC® Trademark license code that represents Gibson's FSC® certificate holder listings: FSC® C004842, FSC® C011113, and FSC® C020168.) Visit Gibson's website at [www.gibson.com](http://www.gibson.com)

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