



Dulles, Virginia (PRWeb) May 15, 2009 – [Guitar Affair](#), an innovative online service that provides high-end guitars on a rental basis – shipped to wherever the customer happens to be – today announced general availability of its offering that has been in testing with select customers since January.

The new Guitar Affair service targets guitar enthusiasts who frequently travel for business as well as those who wish to demo limited availability guitars prior to purchasing them. Under the new program, customers can rent a variety of high-end and boutique guitars, and have them shipped to any location in the US; be it their residence, a hotel where they are residing for business, or a vacation location. In addition to well known guitars like Gibson and Fender Custom Shop guitars, Guitar Affair has struck dealer relationships with small and boutique manufacturers whose guitars are seldom seen in stores. For those who are trying a guitar prior to purchase, Guitar Affair rebates the rental fees when the customer elects to purchase a guitar. The new service allows guitar enthusiasts to enjoy high-end instruments wherever they are, and to demo boutique instruments that would often have to be purchased without trying them.

A new Guitar Affair customer recently related his experience with Guitar Affair, stating that “what I received was an exquisite instrument in mint condition, delivered quickly and with no question about its safety in shipping. It arrived humidity controlled with new strings, the best gig-bag I’ve ever seen and a strap so comfortable I’d like to make blankets out of it. I’m genuinely impressed and I suspect your other customers will be as well.”

“This is a business that I sought for over 10 years, but could never find,” states Guitar Affair owner and musician Jim Basara. “For over a decade, I managed small technology companies and was on the road constantly. Because of that travel, it was extraordinarily difficult to find time to practice and my playing suffered as a result. I always wanted to find a business that I could call to have a fine guitar waiting for me to get there, along with a headphone amp, cord, headphones and strap.” This is essentially the business that Guitar Affair has launched, but with an added twist. Basara explains, “Especially in these economic times, it is incredibly challenging to drop \$2,000 to \$6,000 on a boutique instrument without having played one. You might have read about the Gigliotti that Joe Bonamassa plays, the Caleb Quaye signature guitar from Brazen, or that Saint Blues has released a line of hand-crafted USA made guitars, and you might hear people talking about how great they are. But pulling the trigger on a multi-thousand dollar order is still difficult because what people love about guitars is such a personal thing.” With Guitar Affair, such a customer can demo one of their desired guitars in the privacy of their own home, on their own equipment, or try one during a business trip or vacation. “For some custom guitars,

interested buyers can also get additional necks, each fretted differently with the most popular size fret wire, so that they can feel confident about their choice of neck profile and fret gauge.&quot;

Manufacturers are also excited about the new Guitar Affair service. Brian Halley of St. Blues Guitar Workshop believes that Guitar Affair and its new business model is an invaluable partner for many reasons, most importantly it will allow the company to extend its reach for their new handcrafted Workshop Series guitars. &quot;Although we are a brand with history going back 25 plus years, there are still players who will need to feel and hear the instrument prior to making a purchase. Guitar Affair allows interested players who may be on the fence about a brand they haven't seen every day of their lives to try it for themselves in the comfort of their own home. Our target is the serious and committed player, and we know they take their investment in a new guitar seriously. Now in '09, as the new St. Blues USA Workshop series guitars are available in very limited quantities, Guitar Affair allows us to reach out to these new St. Blues players by allowing them to play our high-end guitars wherever they want, at virtually no cost should they decide to purchase.&quot;

The rental and demo service is currently available in the United States with plans to expand internationally in 2010.

About Guitar Affair

Founded in 2007, Guitar Affair offers high-end and boutique guitars on a rental basis to customers across the U.S. Using Guitar Affair's online reservation system, customers can have a complete guitar package, including a top shelf guitar, headphone amp, headphones, cord, strap, and training DVD delivered to them while on business trips, vacations, or at home. Customers can also use the service to demo limited availability guitars before purchasing them, at which time rental fees are rebated.

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