



Dean Zelinsky's Guitar Factory Outlet

3080 Skokie Valley Road
Highland Park, IL 60035
847-613-6020

outlet@deanzelinsky.com

Media Contact:

Allison Clark
847- 921-7417

allison@inktankpr.com

FOR IMMEDIATE PRESS RELEASE

Famed Guitar Maker Dean Zelinsky Opens Factory Store in Highland Park

Highland Park, IL May 7, 2014 – Dean Zelinsky, founder of the guitar brand that bears his name and most recent venture Dean Zelinsky Private Label Guitars (www.deanzelinsky.com), announces the opening of his outlet store, *Dean Zelinsky's Guitar Factory Outlet* at 3080 Skokie Valley Road in Highland Park, IL (two stores north of the Lexus Dealership).

Zelinsky opened the store to showcase his new line of Dean Zelinsky Private Label Guitars. The store also features a nice selection of factory seconds and slightly blemished guitars where players can literally save hundreds of dollars off already factory direct prices.

Celebrated guitarists such as ZZ Top's Billy Gibbons, Pantera's Dimebag Darrell, Michael Schenker, Sammy Hagar of Van Halen, Elliot Easton of The Cars, Megadeth's Dave Mustaine, Heart's Nancy Wilson, Leslie West, Kerry Livgren of Kansas, Iron Maiden, Def Leppard, The Doobie Brothers and scores of others have all played guitars designed and built by Zelinsky. Now, musicians can buy the same quality instrument direct from the man who created such luminary guitars.

"I opened the store for two reasons," states Zelinsky. "I recently invented and patented the Z-Glide™ neck. This is a revolutionary new guitar neck where through strategic engraving, we remove about 70% of the wood from the neck. Your hand glides on a cushion of air. Players all over the Chicago area constantly call and write our headquarters asking where they can try the Z-Glide™ neck. We now have a physical store to experience my guitars."

"Like many other designers and manufacturers, we needed an outlet to move factory one-offs and slightly blemished models. Players *win* because they can get an extremely great deal on a slightly blemished guitar and I am happy to offer these guitars factory direct to players. We are talking about savings of 50-70% off the street price on similar guitars."

Zelinsky stated he chose the Skokie Highway location because over 70,000 cars pass by the location every day. Guitar players caught up in rush hour traffic can spend their time browsing through a selection of affordable high quality guitars, then get back on the road when the traffic clears.

About Dean Zelinsky Private Label Guitars:

Dean Zelinsky Private Label Guitars is the creation of master guitar builder Dean Zelinsky. Dean Zelinsky Private Label Guitars represents the crowning point of Zelinsky's 30 plus years as a guitar designer to the stars. The Dean Zelinsky Private Label guitar collection includes the Tagliare, Strettavita and Zenyatta. Selected models feature new guitar technology options, such as his patented Z-Glide™ (Reduced Friction) Neck.

The company has a USA facility in the Chicago, IL suburbs, offshore manufacturing and worldwide distribution. Dean Zelinsky Private Label Guitars range from \$299 to \$6,000. For more information, please visit www.deanzelinsky.com