

## INTERVIEW ALERT

### **CLASSICAL ARCHIVES CEO: NEW ONLINE SITE DESIGNED TO SPUR CLASSICAL MUSIC RENAISSANCE**

**World's Largest Classical Music Subscription and Download Service  
Enhancing The Online Music Shopping Experience**

**WHAT:** Move over iTunes....**The Classical Archives** ([www.classicalarchives.com](http://www.classicalarchives.com)) is bringing the world of classical music into the 21<sup>st</sup> century with the world's largest online site devoted classical music enjoyment, shopping and learning. The new site is designed to build the market for digital classical music sales and to expand devotion to a new legion of younger fans who have grown up in a world of booming online music sales.

Meticulously created by seasoned musicologists, the new Subscription and Download Service offers much more than music – and is devoted to enhancing love, enjoyment and understanding of this beloved music by people of all ages, aficionados and newcomers alike. The service also offers many free 1-click concerts and artist exclusives that listeners can enjoy every day.

**WHO:** **Pierre R. Schwob, CEO and Founder**, is available to talk about the potential for classical sales online and how the site is looking to build devotees of all ages. He can also talk about how the site's advanced navigation and detailed historical learning are light-years beyond what popular music sites like iTunes can offer. It represents a new paradigm in online music sales as a whole, not just for classical music.

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#### **About The Classical Archives**

The newly launched Classical Archives is the most complete classical music resource on the Internet today. Its treasure trove of music includes over 620,000 recorded tracks (building to over 1 million!) representing 6,600 composers, 21,000 artists and 100+ record labels representing a unique blend of the majors and independent labels. Tracks are available in high quality DRM-free MP3 for listening or downloading and some in

MIDI format for synthesizers. The company's ultimate goal is to offer the complete catalogs of all classical music record labels, as well as independent classical artists in DRM-free format, and to identify the recordings in a proper, consistent, and easily searchable form. Classical Archives will always allow users to keep their downloads for life: they are not tied to any conditions such as staying in a subscription program.

Best of all, the site features a new proprietary navigation and search engine capability that lets visitors search and cross-reference by any relevant criteria: composer, work title, artist, albums, historical period, instrument, genre, and many others that make finding and comparing the best classical recordings easier than it has ever been. In addition to albums from major labels such as DG/Decca, Angel/EMI/Virgin, Sony/Columbia, and 100+ more, the site offers a large collection of free streaming tracks from its own roster of world-class talents.

The site provides detailed musicological information for each work: its proper movements and subdivisions, genre, principal instruments, year of composition, and key. Users can then easily compare various recordings of a given work, each identified in a proper and consistent manner – something not possible with any other site.

The new Classical Archives offers unique membership opportunities that allow users to take advantage of its vast resources easily and affordably. Fees are \$9.95/month or \$99.50/year. Benefits include the ability to listen to music from the whole site (entire tracks or works); a 10% discount on all downloads (which are yours to keep for life!); the first two weeks as a free trial of the service; the ability to access and download MIDI files free of charge.

Free registered members also enjoy great benefits: the ability to listen to any music clips (30-60 seconds); the ability to purchase downloads; and the ability to access and download MIDI files.

For more information, please visit: [www.classicalarchives.com](http://www.classicalarchives.com)

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