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Send Complete Classical Music Performances

The Classical Music Archives' "Send It" Seen as Effective Viral Marketing Tool

Lets Users Send E-mail Messages Offering Streamed Music

Palo Alto, CA May 25, 2005 – The Classical Music Archives website visitors can now send complete great performances of works by the world's best composers to family and friends via the Classical Music Archives new "Send It" feature.

"Send It" enables any user (subscribers and free users) to create and send e-mail messages that contain a link to a specific musical work on the Classical Archives site. The link directs the recipient to a special page on the site where they can access the selected work, along with a personalized greeting. There are literally thousands of works to choose from, including those of all the great Masters: Bach, Mozart, Beethoven, Brahms, etc. – 1800 composers in all! Free users can send up to five files per day at no charge, while subscribers can email up to 25 messages per day.

The Classical Music Archives is a subscription-based online music service launched in 1994 which has grown to offer the largest collection of classical music files on the Internet. Close to 3,000,000 unique users visit the site each month and enjoy intelligent access to classical music works that are otherwise hidden or absent on other Internet music sites. See (www.classicalarchives.com).

The 11-year-old service houses more than 33,300 full length classical music files from more than 1,800 composers. Pierre R. Schwob, CEO and founder of Classical Archives LLC reports, "The initial response to this new benefit has been strong. Users clearly enjoy sharing music with their friends and particularly the ability to send it with a personalized message. The interface is clean and simple and it encourages our visitors to share our URL with those they know."

According to Mr. Schwob, "We've developed a user interface that is designed with the classical music enthusiast in mind. Visitors can actually find the classical music they are looking for on our site. Our subscribers pay a small annual fee of \$25 and can stream/download up to 1,000 files per month. We also welcome free users although they are limited to accessing only five files per day."

The Classical Archives also features a superior browsing environment with in-depth corollary content such as bios, timelines, an online store and a Learning Center for musicians and conductors. Live recordings are delivered in Hi-Fi MP3 or streamed in the

WMA format. A very large collection of MIDI files enables listeners to download large works quickly and, with the software, to actually see and follow the scores.

About The Classical Archives: The Classical Music Archives mission is to focus on, and serve, the niche classical music audience which is largely ignored by online music services. Whereas a search for “Beethoven” on other sites may return three files – one of which is a movie about a dog and the other two are pop/rock titles, the Classical Archives empowers users to make in-depth searches returning meaningful and accurate results. The Classical Music Archives now offers over 35,000 tracks (increasing daily) which are carefully cataloged and presented for a superior user experience.

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The Classical Archives was created in 1994 by CEO Pierre R. Schwob to offer classical music in well organized and clearly cataloged MIDI files. The Internet was at the beginning of its exponential growth and the site quickly gathered a faithful and enthusiastic following. By the end of the last century, the site had developed into the largest classical music site on the web. Live recordings, biographies and historical context were then added in 2000 and the site has continued to expand. The Company is headquartered in Palo Alto, CA (with several offices around the world) and over 35,000 music files from over 1,900 composers are available at www.classicalarchives.com

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The Classical Archives supports the rights of composers, performers, music publishers, record companies and other rights holders. The Classical Archives features public domain music and performances. where a recorded work or performance is not in the public domain, the classical archives obtains consent from the appropriate individuals or organizations to include the music on the website. If you have any information indicating that rights to include a performance on the website may be in question, please notify the classical archives immediately so that we can promptly investigate and take necessary action.