



\*\*\* Media Advisory\*\*\*

## Classical Archives Celebrating 11<sup>th</sup> Anniversary

### Niche Website Attracts Millions Monthly

*Journalists Receive Unlimited Access to Website for 90 Days*

Palo Alto, CA March 25, 2005 -- Since its launch in March 1994, The Classical Archives ([www.classicalarchives.com](http://www.classicalarchives.com)) 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 music sites.

As a qualified journalist focused on classical music, we invite you to demo the Classical Archives service at no charge for 90 days by registering at <http://prs.net/cgi-bin/redeem.cgi/DM1234567890>

The subscription based service has become enormously successful under the direction of its CEO and Founder Pierre R. Schwob. Born in Los Angeles, brought up in Geneva, Switzerland, Mr. Schwob lived 15 years in New York, 11 years in Hong Kong, and now resides in Palo Alto, CA. He taught computer science at N.Y.U. from 1981-86 and holds several U.S. and foreign patents. Mr. Schwob founded PRS Corporation, an R&D company in 1978 where he developed the award-winning ID LOGIC® technology which was incorporated into a U.S. national standard and licensed to the major consumer electronics manufacturers. Appointed Co-Chairman & CEO of Classical Archives, LLC in August 2000, Mr. Schwob has served on the Board of Directors of several classical music organizations. He is currently also involved with the Kavli Institute for Particle Astrophysics and Cosmology at Stanford/SLAC.

Mr. Schwob is an expert on digital music downloads, niche online marketing and subscription-based Internet services. Journalists interested in speaking with Mr. Schwob should contact Bob Citelli, @Sales & Marketing, at 408-399-9771 or <mailto:rcitelli@sales-and-marketing.net>.

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