

For Immediate Release

**KQED.org and Classical Music Archives Partner
To Bring Classical Music Archives Concerts to the Web**

*Bi-monthly Concert Program part of
KQED's "Local Life" Initiative*

San Francisco, CA, November 18, 2003 – KQED.org, one of the most visited station sites in Public Broadcasting, has chosen the Classical Music Archives, the largest classical music site on the Internet, as its classical music partner. As part of the KQED “Local Life” Initiative, where KQED spotlights Bay Area-produced content, the Classical Music Archives will provide a bi-monthly concert. The concert can be found at the following URL: <http://www.kqed.org/topics/arts/music/classicalarchive/index.jsp>

“For nearly a decade, we’ve provided Internet users with access to tens of thousands complete classical music works by practically any composer you can name—all within a rich context of biographies, timelines, and reviews. We are delighted to be able to share this with the KQED community and to support KQED which we consider to be one of the absolute best TV and radio stations in the world,” said Pierre R. Schwob, founder, co-chairman and chief executive officer of The Classical Archives, LLC. “We will showcase both local and international talents, offering the joys of classical music to an even wider audience.”

“This is a natural partnership, as many KQED members are already dedicated classical music fans,” said Tim Olson, director of KQED Interactive. “Now they will be able to enjoy the works while on our site as well as take advantage of the wealth of information available through the Classical Music Archives.”

The Classical Music Archives Concerts

Launching in November and playing throughout December at KQED.org will be the works of Beethoven, Berlioz, Rimsky-Korsakov, Tchaikovsky, Vivaldi, and contemporary composer Robert Moran, who spent many years in the Bay Area. Users are also able to jump directly to the Classical Music Archives website for additional information on the featured composers, the soloists, and orchestras. The Classical Music

Archives is dedicated to providing listeners with a comprehensive musical experience, supplementing its outstanding performances with a wealth of information – including biographies, reviews, timelines, and more.

About KQED.org

KQED Interactive, www.kqed.org, recently relaunched KQED Public Broadcasting's third media platform. In addition to providing a broad range of informational and interactive services that extend the life of television and radio broadcasts, kqed.org now delivers content specifically acquired and produced for the Web. The new kqed.org encourages learning by creating dialogue and debate—"interactivism"—that contribute to the common good of the Northern California community. KQED.org is funded, in part, by the KQED Campaign for the Future.

About KQED

KQED Public Broadcasting operates **KQED Public Television 9**, one of the nation's most-watched public television stations during prime-time; and KQED's digital television channels, which include **KQED HD, KQED Encore, KQED World, KQED Life and KQED Kids; KQED Public Radio**, the most-listened-to public radio station in the nation with an award-winning news and public affairs program service (88.5 FM in San Francisco and 89.3 FM in Sacramento); **KQED.org**, one of the most visited station sites in Public Broadcasting; and **KQED Education Network**, which brings the impact of KQED to thousands of teachers, students, parents and media professionals through workshops, seminars and resources.

About Classical Archives LLC

Launched in 1994, the Classical Music Archives (CMA) (<http://www.classicalarchives.com>) has grown into the world's largest selection of full length classical music files and attendant content on the Internet: bios, CD reviews, historical timelines, links to composers and orchestras, and other valuable resources including the navigation means tailored to this genre. The CMA welcomes free users who are permitted to access a limited number of files/day and it offers an inexpensive annual subscription for those who prefer to have practically unlimited access to the collection. Unlike other digital music sites which focus primarily on the commercial pop/rock genre, CMA has created the premier site for classical music fans on the World Wide Web.

###

For More Information

Lucas Mann
Mann Media Group
11827 Goshen Ave Ste 303 Los Angeles CA 90049
1-310-979-1096
lucas@mannmediapartners.com

Anne Wintroub
Mgr, Media Relations/KQED
415.553.2145
awintroub@kqed.org