

## FOR IMMEDIATE RELEASE

Contact: Dave Kurtiak (davek@emediamusic.com) (888) 363-3424 x102

## eMedia Music Partners with Wiley Publishing, Inc. to Release Guitar For Dummies<sup>®</sup> and Piano For Dummies<sup>®</sup> CD-ROMs

Seattle, WA —August 13, 2009. eMedia Music Corp., publisher of the world's best-selling series of music tutorial CD-ROMs, announced today a new partnership with Wiley to release the *Guitar For Dummies CD-ROM* and the *Piano For Dummies CD-ROM*. With more than 200 million books in print covering 1,400+ topics, *For Dummies* is the most widely recognized and highly regarded reference series in the world. Since 1991, *For Dummies* has helped millions make everything easier. Since 1994, eMedia has been widely recognized as the last word in multimedia music instruction, teaching over a million users to play using their interactive CD-ROM tutorials.

The *Guitar For Dummies CD-ROM* will make learning quick and easy with over 80 step-by-step lessons. Songs and exercises are accompanied by full-motion videos, live recorded audio and variable-speed MIDI tracks. The easy-to-follow lessons range from basics like stringing the guitar to playing chords and strumming techniques. Professional guitar instructor Kevin Garry, Ph.D., guides you with video demonstrations of techniques. Bonus accessories, which include a digital metronome, chord dictionary, automatic tuner, and digital recorder, make the *Guitar For Dummies CD-ROM* a complete package for the beginner. The costs for the same number of private lessons and all of the accessories included in the *Guitar For Dummies CD-ROM* would run well over a thousand dollars, making it an excellent value!

The *Piano For Dummies CD-ROM* offers everything you need to learn how to play. Learn from over 150 step-by-step lessons with full-motion video demonstrations. Piano teacher Irma Irene Justicia, M.A., has taught at the renowned Juilliard School of Music. Learn from either the music notation or an animated keyboard. Songs include recorded audio, variable-speed MIDI keyboard tracks, and colorful MIDI accompaniments. When used with an electronic MIDI keyboard, you can get specific feedback on playing mistakes. Also includes a digital metronome and recorder.

"eMedia is excited to offer these fun, new *For Dummies* CD-ROM products in partnership with Wiley Publishing," says Adrian Burton, eMedia Music Corp, Founder and President. "We look forward to our proven curriculum and cutting edge technology inspiring a new generation of musicians thanks to the *For Dummies* brand."

"Millions of people seeking to learn to play music have embraced the *For Dummies* brand and our unique approach that makes knowledge accessible and fun," says Marc Mikulich, VP, Brand Management & International Rights at Wiley. "We have had great success with a broad range of *For Dummies* musical instrument instruction products – including books, videos, songbooks, and musical instrument packs – and we are pleased to be partnering with eMedia Music to develop quality, innovative *For Dummies* software. With their award-winning products, eMedia Music is the leader in this category and they have the expertise to bring the *For Dummies* experience to music instruction software."

Guitar For Dummies CD-ROM and Piano For Dummies CD-ROM will be released right in time for the holidays in October 2009 and will be available at retail stores nationwide and online at an estimated retail price of \$29.95 each. The CD-ROM will be a hybrid for both Windows and Macintosh platforms.

## About eMedia

eMedia Music Corporation is a software developer and distributor dedicated to producing high-quality multimedia music instruction software and DVD. Formed in 1994 by Adrian Burton, formerly a manager at Microsoft Multimedia Publishing, eMedia is now the world's leading publisher and distributor of music instruction software and DVD. eMedia's flagship titles are the best-selling eMedia Guitar Method and eMedia Piano & Keyboard Method. As well as developing music software, eMedia also distributes EarMaster Pro, an ear training software program, Guitar Pro, a popular guitar notation program and PG Music's Band in a Box, an accompaniment program used by musicians and students alike. Most recently eMedia Music launched the My Music Series, an interactive CD-ROM series for children age six and up to learn piano, guitar and violin.

## About For Dummies®

With near universal name recognition, more than 200 million copies printed, and over 1,400 topics, For Dummies is the world's bestselling reference series. With loyal customers around the globe, For Dummies enriches people's lives by making knowledge accessible in a fun and easy way. Described by the *New York Times* as "more than a publishing phenomenon, but a sign of the times," For Dummies span every section of the bookstore, covering everything from health to history, music to math, sports to self-help, technology to travel, and more. The For Dummies brand has expanded into new products and categories with an extensive licensed product line that includes consumer electronics, culinary, crafts, video, software, musical instrument packs, home improvement, automotive, games, and more. For more information, visit Dummies.com. For Dummies is a branded imprint of Wiley.