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Hohner, Inc. Selects eMedia Music to Help Teach & Reach Their Customers

Seattle, WA —July 24, 2007, *eMedia Music Corp.*, publisher of the world's best-selling and award-winning series of guitar tutorial CD-ROMs has been chosen by Hohner, Inc. to produce a customized instructional OEM DVD to be included with their line of acoustic, electric and bass guitars.

The DVDs will include lesson material and a special downloadable toolkit featuring a tuner, metronome, chord dictionary and more. Hohner, Inc. also partnered with eMedia to produce product demonstrations and corporate video segments designed to help connect Hohner with their customers. "We chose eMedia Music first because they have the highest rated educational content with great brand recognition, but also we chose eMedia because they designed and provided us with the opportunity to reach our buyers, get to know a bit about them and let them know more about the rich heritage of Hohner and the breadth of our product lines," explains Rick Gagliano, Product Manager Hohner Guitars, Laney Amps and Lanikai Ukuleles.

Hohner, Inc. has manufactured and distributed musical instruments since 1857 and is one of the world's oldest musical instrument companies. Its US brands include: Hohner Harmonicas, Accordions, Melodicas, Recorders & Fretted Instruments; Sonor Drums & Orff; Airwave Technologies, Korg Tuners, Remo Drum heads; Rockwood by Hohner Drum & Guitar packs; Laney Amps; Playful Harmonies by Hohner; Musical Toys; accessory bags & cases; Lanikai Ukuleles; Vater, Vic Firth and Pro-Mark Drumsticks. Hohner, Inc. has offices in Glen Allen and Corona, CA. For Hohner's US dealer listings, please visit www.hohnerusa.com.

eMedia Music Corporation is a software developer dedicated to producing high-quality multimedia music instruction software. eMedia's flagship titles are the best-selling *eMedia Guitar Method* and *eMedia Piano & Keyboard Method*. eMedia also produces *Guitar Songs*, *Blues Guitar Legends*, and *eMedia Bass 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 *eMedia Essential DVD* series, the first truly interactive DVD series for guitar and bass instruction. eMedia's titles have been critically acclaimed by sources such as *Newsweek*, *Guitar World* and *PC Magazine*. eMedia products are available in computer and music retail stores nationwide, online outlets and sold with some of the finest guitars and keyboards.

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