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eMedia Music to Distribute New Line of Ukulele DVDs from Ralph Shaw Productions

Seattle, WA— June 1, 2010, eMedia Music Corp., publisher of the world's best-selling series of guitar tutorial CD-ROMs and DVDs, announced a new exclusive distribution agreement with Ralph Shaw Productions to release Ralph Shaw's *The Complete Ukulele Course* series of instructional ukulele DVDs in North America. The series includes *The Complete Ukulele Course DVD*, *Essential Strums for the Ukulele DVD*, *The Complete Ukulele Course for Kids DVD* and the *Ukulele Play Along with Ralph Shaw DVD*.

Ralph "King of the Ukulele" Shaw's years of performing and recording have brought him to the attention of ukulele fans throughout North America and Europe. His popular workshops and ukulele classes have helped all levels of players to improve their skills on this unique instrument. Over the years Ralph has picked up ukulele-playing tips and techniques from around the world and now shares this knowledge in his series of ukulele instruction DVDs.

"eMedia is excited to offer this new line of instructional DVDs for ukulele. The ukulele has seen a revival and an increase in sales recently. We look forward to offering this quality line through our North American dealer network," says Dave Kurtiak, MI Channel Sales Manager, eMedia Music. "For 16 years eMedia has been offering the best of breed in music software and DVD. Ralph Shaw's series is an ideal addition to our growing catalog."

"The Complete Ukulele Course DVD series cleverly bridges the gap between instructional products aimed at the novice beginner and those for advanced players. This common-sense approach to ukulele instruction starts with the basics of tuning and holding your ukulele, advances through various tempos, regular strumming, and easy variations (including tremolo and accent notes). Eventually getting to the more complex split-strokes, triplets, bar chords, and melody chording," says Ralph Shaw. "I would strongly recommend this DVD series for both the beginner and those who are ready to progress beyond their basic strum."

The Complete Ukulele Course DVD (\$29.95 MSRP), *Essential Strums for the Ukulele DVD* (\$29.95 MSRP), *The Complete Ukulele Course for Kids DVD* (\$19.95 MSRP) and *the Ukulele Play Along with Ralph Shaw DVD* (\$22.95 MSRP) will be available in retail stores summer 2010. For more information, please visit: www.emediamusic.com.

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