



TuneCore

FOR IMMEDIATE RELEASE

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TuneCore and Alfred Music Publishing Create Fundraising Opportunity for School Music Programs with Alfred Records

TuneCore and Alfred Music Publishing have teamed up to create Alfred Records, a new solution for all schools to raise money and increase awareness for their school music programs by providing a way to record and sell their music on iTunes and other digital music stores.

Any school, public or private, and any school music group--from jazz ensemble to orchestra to marching band and glee club--can now record their group's performances and sell it via TuneCore across the major digital retail platforms.

Dr. Scott Watson, band director at Parkland High School in Allentown, Pennsylvania uses this service with his Music Production class. His students arrange public domain songs and sell digital copies and CDs, then donate proceeds to local charities. They even started a blog to share news about the project and promote the release each year.

"It's my favorite thing to do with the students all year long," said Watson. "The whole process is very easy and the students think it's wonderful that their music is available on iTunes!"

TuneCore is providing a 20% discount to schools and has worked with

Alfred Music Publishing to create step-by-step instructions on how to upload the music, handle royalty registration and payment, and receive earnings from the fundraiser. TuneCore and Alfred will also be offering tips on how to promote the music to their community.

"I love the fundraising aspect of this program and I think all the digital stores are great vehicles for sharing our music with the parents and community. My students can't wait to begin!" said Carmen Gassi, band director at White Oaks Secondary School in Oakville, Ontario (Canada).

To participate, school music programs can go to the following link and sign up for a free TuneCore account:

<http://www.alfred.com/alfredrecords>

TuneCore single-handedly changed the music industry, allowing all musicians to have a career without being signed by a label by providing access to distribution into iTunes and more for a simple flat fee. Artists keep all their rights and receive 100% of the revenue from the sale of their music. Schools that use Alfred Records can join TuneCore artists Joan Jett, Jay-Z, Aretha Franklin Drake, David Byrne, Nine Inch Nails, Ziggy Marley and hundreds of thousands of others in getting their music distributed, heard, bought and shared around the world - all are welcome.

About TuneCore:

TuneCore is the largest distributor and has one of the highest revenue-generating music catalogs in the world: In 2009 alone, more than 65 million songs were bought for download or paid to stream, earning TuneCore artists over 30 million dollars.

TuneCore is a low, flat fee service that distributes music to iTunes, eMusic, AmazonMP3, Nokia and many other major download and streaming sites while taking no rights and no revenue from the sale of the music. Artists are building careers, selling significant volumes of music and generating revenue through TuneCore. Since its launch in 2006, TuneCore has distributed tens of thousands of albums and millions of songs to iTunes and other digital stores by Grammy winners and unsigned artists alike. TuneCore artists include Drake, Beck, Jay-Z, Aretha

Franklin, Keith Richards, Public Enemy, Nine Inch Nails, Ricky Skaggs, Paul Westerberg, MGM Studios, Warren G, Bjork, Moby, High School Musical cast members, Ali Lohan, Cirque Du Soleil, Starbucks and tens of thousands more.

About Alfred Music Publishing:

Alfred Music Publishing is the world's largest educational music publisher. Alfred produces educational, reference, pop & performance materials for teachers, students, professionals & hobbyists spanning every musical instrument, style & difficulty level. Alfred's home office is located in Los Angeles with domestic offices in Miami & New York as well as offices around the world including Australia, Germany, Singapore & the United Kingdom.

Since 1922, Alfred Music Publishing has been dedicated to helping people learn, teach & play music. Alfred currently has over 90,000 active titles. Alfred represents a wide range of well-known publications--from methods like, Alfred's Basic Guitar, Alfred's Basic Piano Library, Premier Piano Course, Sound Innovations & Suzuki, to artists like Led Zeppelin, The Rolling Stones, Bruce Springsteen, Van Halen, Green Day, Michael Jackson, Sheryl Crow, Eagles, Cole Porter & George and Ira Gershwin, to brands like Star Wars, Harry Potter, Lord of The Rings, Rolling Stone Magazine & Billboard.

For more information on TuneCore please contact Nick Loss-Eaton (nlosseaton@shorefire.com) or Chris Taillie (ctailie@shorefire.com) at Shore Fire Media, 718-522-7171

For more information on Alfred Records, please contact Jordan Bell (jbelle@alfred.com) at Alfred Music Publishing, 818-891-5999, or visit alfred.com/alfredrecords.