



FOR IMMEDIATE RELEASE

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2012 NAMM Show Opens In Anaheim

ANAHEIM, Calif. Jan. 19, 2012—The NAMM Show, one of the largest music products trade shows in the world hosted by the National Association of Music Merchants (NAMM), opened today at the Anaheim Convention Center, welcoming an expected crowd of 90,000 musical instrument manufacturers, retailers, associates and their invited guests from all over the world to the industry's annual gathering.

This year marks the **110th anniversary of the legendary trade show** and is the meeting place for musical instrument retailers to view and purchase the latest musical innovations being shown by more than 1,400 manufacturers.

The estimated **economic impact of the 2012 NAMM Show for the Orange County, Calif. economy is nearly \$80 million.**

Key indicators including **overall pre-registration, number of pre-registered buyers, international registrants, number of exhibiting companies** and **total exhibit space sold** have all shown solid increases over last year's event, another positive sign demonstrating steady industry recovery following the economic downturn.

Themed "**Make It Count,**" the 2012 NAMM Show's educational sessions will place the spotlight on **innovation and ingenuity in the music products industry**, highlighting music product manufacturers and retailers that have instituted new and creative ways to maintain successful businesses amidst an economic downturn.

"We're grateful to once again bring the global music and sound industry together in Anaheim for the NAMM Show," said Lamond. "This is truly the 'crossroads' of product and business innovation and our members will have the opportunity to see the latest in gear, attend world-class education sessions and network with friends and peers. Our mission is to strengthen the music products industry and promote the pleasures and benefits of music making, and this event is the perfect example of our mission in action."

Innovation was abound at a **Media Preview Day** event held yesterday at the Anaheim Convention Center, highlighting the never-before-seen musical instruments, apps and technologies of the future, which will be available to the public in 2012. The products were hand picked from more than 1,400 NAMM Show exhibiting companies. Also open to the media was the adjacent **Music App. & Gaming Pavilion**, highlighting the newest innovative technologies for making music. The day featured the appearance of celebrity talent including **Brian Wilson, John Mayer, Kenny Wayne Shepherd, Michelle Phillips, and Gov. Mike Huckabee.**

The doors opened to industry professionals this morning the same way it has for the past 42 years—with a traditional welcome performance by the **Fernand L. Petiot All-Industry Marching**



Band, led by NAMM Members and special guests this year **Gov. Mike Huckabee and Michael Butera, executive director at the National Association for Music Education**. Considered by the industry to be the “Grand March to the Exposition,” the marching band walked the main lobby and isles of the trade show, energizing attendees for the event to come.

Starting today the show will provide attendees with numerous business and networking opportunities; retail and marketing expertise from top professionals at the daily **Breakfast Sessions** and **NAMM University** presentations; myriad **celebrity sightings** of musicians demonstrating instruments; countless **musical performances** from early in the morning until late into the evening; and **inspiring new ideas and approaches** for their businesses.

The show will once again feature a **Hands On Training (H.O.T.) Zone** for industry members interested in the newest developments from the recording, live sound, DJ, house of worship and stage and lighting industries. In addition, the **Hand-Crafted Instrument Pavilion** will celebrate how instruments are crafted from beginning to end and **Lounge 88** will offer tailored education sessions to piano dealers from around the world.

Entertainment can be found in every corner in Anaheim during the NAMM Show, and will include:

Friday, Jan. 20

On the Main Lobby Stage NAMM will present the “**Living Legends Jam**” featuring Bob Berryhill (The Safaris), Dennis Tufano (The Buckingham), John Payne (Asia), Robert Sarzo (Hurricane), Scott Warren (Dio), Roger Fischer (Heart), Nicko McBrain (Iron Maiden), Pete Lockett, Roger Wheeler (Sweet Reasons), Jeff Pevar (Starship, Joe Cocker), Richie Castellano and Buck Dharma (Blue Oyster Cult), Doug Rappoport (Edgar Winter Band), Joey Mollandj (Badfinger), Christy McKinnon, Teddy Zig Zag (Guns & Roses, Alice Cooper), Koko Powell (Spencer Davis, Edgar Winter), Jeff Ganz (Johnny Winter, John Lee Hooker), Sean McNabb (Quiet Riot, Dokken, Great White), Micky Dolenz (The Monkees), Terry Hous (XYZ, Great White), Robin McAuley (Survivor, MSG), Jimmy Shons (Shadows of Knight), Bobby Kimball (Toto), Alan White (Yes, Plastic Ono Band), Denny Seiwell (Wings, Art Garfunkel, James Brown), Frankie Banali (Quiet Riot), Chris Slade (AC/DC, Asia).

Also on Friday, NAMM will co-host the “**John Lennon Educational Tour Bus 15th Anniversary Celebration**” at the Arena Plaza featuring an exciting performance by Bootsy Collins & Friends including Verdine White (Earth, Wind & Fire) and Bernie Worrell.

Friday will also feature **the 27th Annual TEC Awards** in the Pacific Ballroom at the Anaheim Hilton featuring **Phil Collen, Lisa Loeb, Weird Al Yankovic, Bernie Williams, Jeff “Skunk” Baxter, Billy Sheehan, Will Lee and Bootsy Collins with the Les Paul Award being presented to Steve Vai**.

Tickets are required for this event and can be purchased at 27thannualtecawards.eventbrite.com.

Saturday

On the main Lobby Stage, NAMM will proudly present the 2nd year of its “**Celebrity Jam**” featuring the **Band from TV**. Stars including, **Scott Grimes, James Denton, Greg Grunberg, Adrian Pasdar, Bob Guiney, Jesse Spencer, Anthony Ruivivar** and others will show how much they love to play music when the cameras stop rolling.

Also on Saturday, over at the Downtown Disney District, will be the **finals of NAMM's SchoolJam USA** bringing together the best teenage bands in the country to battle for bragging rights and



prizes for their band and their school music programs. The event is co-hosted by teen pop sensation **Greyson Chance** and singer/songwriter **Shaun Barrowes**.

On Saturday evening, attendees are encouraged to discover their inner musician and join the annual **Drum Circle** hosted by NAMM outside the convention center.

And on Sunday, NAMM will host its second annual **Uke Circle** and encourage people to experience how fun it can be to play an instrument.

For more details and information about the NAMM Show and for further event information, visit <http://www.namm.org/thenamshow/2012>.

About NAMM

NAMM is the not-for-profit association that unifies, leads and strengthens the \$17 billion international musical instruments and products industry. NAMM's activities and programs are designed to promote music making to people of all ages. NAMM is comprised of approximately 9,000 Member companies. For more information about NAMM or the proven benefits of making music, interested parties can visit www.namm.org or call 800-767-NAMM (6266).

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NAMM SHOW
2012 FACT SHEET

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| LOCATION OF THE SHOW: | Anaheim Convention Center — Anaheim, California |
| DATES OF THE SHOW: | January 19-22, 2012 |
| WHO ATTENDS: | Music products industry professionals and media. Commercial manufacturers, retail stores and sales representatives |
| PURPOSE OF THE SHOW: | See the latest music products, attend professional development seminars and network in order to grow the global music products industry |
| YEARS IN EXISTENCE: | 110, making NAMM one of the United States' longest running trade shows. The first NAMM Show was in 1901. (Note: the show did not occur for one year during WWI) |
| EXPECTED ATTENDANCE: | 90,000+ |
| NUMBER OF EXHIBITING COMPANIES: | 1,400+ |
| TYPES OF EXHIBITORS: | Musical Instrument/Product Makers including: <ul style="list-style-type: none">• Guitar and bass manufacturers• Amplifier and speaker companies• Professional audio equipment manufacturers• Piano and organ manufacturers• Orchestra and band instrument makers/suppliers• Synthesizer and keyboard manufacturers• Music Accessory companies• Gaming and music-making app developers |
| ESTIMATED ECONOMIC IMPACT: | Nearly \$80 million in revenue to the Orange County economy (<i>Source: calculated using Trade Show Week formula of economic impact</i>) |
| NUMBER OF COUNTRIES REPRESENTED: | 100+ |

For more information about NAMM and its activities, please contact:

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NAMM BACKGROUNDER

NAMM, the trade association of the international music products industry, is a not-for-profit, member-driven organization whose mission is to strengthen the music products industry and promote the pleasures and benefits of playing music. Founded in 1901, the 9,000+ member international association represents every aspect of musical instrument manufacturing and retailing.

NAMM's success over the past century is due in great part to the strong and productive relationships it holds with its Members. The organization also understands the vital role of the consumer and sees music makers as an extension of the NAMM family, forming the foundation of the industry. Three of NAMM's most important annual events are trade shows—the NAMM Show is held during January in Southern California, Summer NAMM held during July in Nashville, Tenn.; and the new NAMM Musikmesse Russia and Prolight + Sound NAMM Russia (co-produced with Messe Frankfurt) will take place during May in Moscow. These conventions, open only to NAMM Members and the music products industry, attract tens of thousands of attendees who want to see new innovations and developments in music making. Members also meet to discuss issues of importance to the organization, the industry and the public.

For many years, NAMM has funded scientific research to explore the relationship between music making and wellness, and music making and the brain. These studies now prove conclusively that music making provides a variety of positive benefits, ranging from increased intelligence to healthier lifestyles. At this time, public awareness about the myriad benefits of music making is at an all-time-high and the organization's outreach extends to the general public from toddlers to senior citizens.

NAMM's programs and partnerships include a variety of organizations and corporations, including Disney, Drum Corps International (DCI), the Boys and Girls Clubs of America, *American Idol* the Magazine, VH1 (Save The Music), Sesame Workshop (*Music Works*), *Piano Guy* (PBS Television) and the GRAMMY Foundation. Among its many outreach programs are *Wanna Play?*, a national public education campaign to raise awareness about the many benefits of music making and inspire people of all ages and talent levels to become active music makers; *Sesame Street Music Works*, a joint initiative between NAMM and Sesame Workshop that focuses on young children and music making; the organization's "SupportMusic Advocacy Kit," an extraordinary tool that brings exciting music/brain research home to NAMM Members and their customers; FORTUNE Battle of the Corporate Bands, celebrating the garage bands of adult music makers; the Weekend Warriors program, designed to bring baby boomers back into active music making; and the New Horizons Band project, designed to engage the "over-50" segment of the population in music making activities. NAMM has also participated in the national media events including the Tournament of Roses Parade and the Macy's Thanksgiving Day Parade, reaching millions of viewers around the world with its message about the proven benefits of making music.

In addition, NAMM has partnered with The National Association for Music Education (NAFME), The National Academy of Recording Arts & Sciences (NARAS) to form the National Coalition for Music Education. The goal of this partnership is to ensure that every child receives a high-quality education in music and the arts. The National Coalition for Music Education was instrumental in drafting Congressional Resolution HR 266 in support of music education in schools.



History

NAMM was founded more than a century ago as The National Association of Piano Dealers of America, when 52 piano retailers met to discuss industry issues. Early concerns included piano and piano roll merchants adjusting to the impact of newly introduced talking machines. As time passed, music instrument stores became the outlets for phonographs, 78-rpm records and radios, as well. By 1919, with most piano merchants handling all music lines, the organization was renamed the National Association of Music Merchants (NAMM).

The growth and outreach of NAMM continued until the Great Depression when the entire country was heavily impacted by the failing economy. World War II also affected the industry as raw materials were diverted to the war effort and some music manufacturing plants retooled to build weapons.

Following the war, NAMM regained momentum, and the industry rebuilt and expanded. Retailers entered the 1950s with inventory that extended from musical instruments to television sets, stereophonic record players and both 45-rpm and 33-rpm records. By the late 1960s, with changes in marketing and the emergence of retailers and manufacturers who focused exclusively on electronics and records, the Consumer Electronic Show (CES) was spun off and NAMM returned to its roots, concentrating on the growing industry of musical instruments and other related products.

In recent years, NAMM has enjoyed unprecedented growth. With the globalization of the industry, overseas membership has expanded and NAMM's worldwide influence has increased dramatically. Appropriately renamed NAMM, the International Music Products Association, it is now the dominant organization of its kind with outreach programs that impact the industry worldwide.

From its headquarters in Carlsbad, Calif., NAMM continues to grow the music products business. The inviting, multi-level building serves as a meeting and educational center for organizations from around the world. In addition, the headquarters is the home of the Museum of Making Music, an interactive exhibit that takes guests on a visual and audio adventure through the music products industry over the past 100 years.

Chairman Kevin Cranley, President/CEO Joe Lamond, the Executive Committee and the Board of Directors, which comprises 24 members from the industry, are working to extend the impact and diversity of NAMM's programs while representing the interests of its Members involved in this complex and dynamic sector of the music industry.

For more information about NAMM, please visit www.namm.org or find the association on Facebook (www.facebook.com/namm) or Twitter (www.twitter.com/namm).



NAMM FACT SHEET

NAMM is the not-for-profit association that unifies, leads and strengthens the \$17 billion international musical instruments and products industry. NAMM's activities and programs are designed to promote the pleasures and benefits of playing music to people of all ages. NAMM is comprised of approximately 9,000 Member companies. For more information about NAMM or the proven benefits of making music, interested parties can visit www.namm.org or call 800-767-NAMM (6266).

ASSOCIATION MISSION: To strengthen the music products industry and promote the pleasures and benefits of playing music

HEADQUARTERS: Carlsbad, Calif.

NUMBER OF EMPLOYEES: 60

OFFICERS:

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|---------------|---------------|
| Chairman | Kevin Cranley |
| Vice Chairman | Larry Morton |
| Treasurer | Mark Goff |
| Secretary | Robin Walenta |
| President/CEO | Joe Lamond |

INDUSTRY ACTIVITIES:

TRADE SHOWS:

- NAMM's most important annual events are the domestic trade shows held in January and July and a co-produced Russian show held in May. These conventions, open only to NAMM Members and the music products industry, attract tens of thousands of attendees who want to see new innovations and developments in music making. NAMM trade shows are unique because in addition to unifying the industry by bringing buyers and sellers together from around the world, the excess revenues from these popular events are funneled back into growing the music products industry.

MEMBER SERVICES:

- With the group-buying power of more than 9,000 Members, NAMM is able to negotiate tremendous discounts on business services its Members use every day, including shipping, health insurance, merchant bank card processing and check services, business and workers' compensation insurance, long distance telecommunications, school lease/purchase plans and more.

PROFESSIONAL DEVELOPMENT:

- NAMM is committed to giving its Members the information they need to succeed. NAMM University offers free breakfast sessions at the trade shows, as well as a variety of quick, focused classes filled with business-boosting ideas. Subjects include music product sales and marketing, customer service, merchandising and technology.



THE NAMM FOUNDATION:

- The NAMM Foundation is a 501 (c)(3) non-profit organization dedicated to advancing active participation in music making across the lifespan by supporting scientific research, philanthropic giving and public service programs from the international music products industry.

MARKET DEVELOPMENT:

- Over the past decade, NAMM has reinvested millions from its trade shows into innovative, market-building programs and partnerships such as *Sesame Street Music Works*, *Weekend Warriors*, *New Horizons Band*, *Music Making and Wellness* and *Recreational Music Making*. NAMM's outreach also includes advocacy efforts with such organizations and corporations as Disney, *FORTUNE Battle of the Bands*, *Drum Corps International (DCI)*, the *Boys and Girls Clubs of America*, *American Idol* the Magazine, *VH1 (Save The Music)*, *Piano Guy* (PBS Television) and the *GRAMMY Foundation*. In addition, NAMM has funded groundbreaking music/brain research that has helped to shape world opinion about the intrinsic value of music. The result: more active music makers and continued growth for NAMM Members. Since 2003, NAMM has participated in the *Tournament of Roses Parade*, reaching millions of viewers around the world with its message about the proven benefits of making music.

THE WANNA PLAY? CAMPAIGN

- *Wanna Play?* is a public education campaign designed by NAMM to raise awareness of the many benefits of music making and inspire people of all ages and talent levels to become active music makers. NAMM's Member companies and affiliates believe in music and wanted to develop a program focused on improving peoples' lives by connecting them with the proven benefits of making music. At age 5 or age 85, everyone can benefit socially, mentally and physically from playing an instrument. For information about the campaign, go to www.wannaplaymusic.com.

THE MUSEUM OF MAKING MUSIC:

- The mission of the Museum of Making Music is to celebrate the rich history and encourage the future of music making. The one-of-a-kind museum invites all NAMM Members to tour the Museum FREE of charge. Located in the NAMM Industry Headquarters in beautiful Carlsbad, Calif., the museum is a great way to experience first-hand the impact of the music products industry over the last 100 years. For more information about the museum or its activities, call 877-551-9976 or visit www.museumofmakingmusic.org.

For more information about NAMM and its activities, please contact:

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BIOGRAPHY

JOE LAMOND PRESIDENT AND CEO, NAMM

Since 2001, Joe Lamond has been president and CEO of the National Association of Music Merchants (NAMM), the global not-for-profit 501(c)(6) trade association representing 9,000 manufacturers and retailers of musical instruments and sound products. NAMM's mission is to strengthen the music products industry and promote the pleasures and benefits of making music. Lamond has led the team of dedicated NAMM employees towards accomplishing its mission by producing trade shows including its annual 'NAMM Show,' the world's largest trade-only event for the music products industry; and then reinvesting the proceeds into grants, scholarships, industry promotions, public and government relations programs designed to increase active music making and strengthen music education in our schools. These efforts have increased consumer demand for NAMM Member products and services, positively impacted industry sales and ultimately grown the size and popularity of the NAMM Show.

Lamond has dedicated himself to the cause of music education as a fundamental right for all children and led NAMM's efforts to increase funding and support for music education including the creation of the Support Music Coalition, funding of music brain research and lobbying for education reform. He has also been a staunch supporter of the role of the community music store, the backbone of NAMM's membership. With the rapid transformation of retail through advances in technology, the Internet and social networking, Lamond has directed NAMM University's efforts to strengthen the role of the local community music store as a vital resource for consumers when buying and learning to play a musical instrument.

Under Lamond's leadership, NAMM created NAMM International, LLC to better serve its growing global membership; partnering on the Music China trade show in Shanghai and collaborating with Messe Frankfurt on launching the NAMM Musikmesse Russia trade show in Moscow. Lamond directed the formation of an International Coalition, which now includes representatives from 20 of the world's largest markets to share industry best practices and support global music education for all children. He also led NAMM to create the NAMM Foundation, a 501(c)(3) non-profit organization to serve as the philanthropic arm of the association and to raise funds to support NAMM's mission. Over the past 10 years, NAMM and the NAMM Foundation have reinvested nearly \$80 million dollars in support of its mission and to promote music making for people of all ages.

Lamond has traveled extensively throughout the United States and to more than 40 countries promoting NAMM's mission and the importance of music education. Speaking at conferences, in front of government leaders and education policy experts, Lamond has made a strong case for the proven benefits of music making throughout the lifespan and for increasing attention on the power of music and the arts as tools of creativity and innovation, health and wellness and cultural diplomacy to resolve conflict and bring people and countries closer together.

Initially a Forestry major, Lamond is a graduate of the State University of New York, Morrisville with an AAS degree in Business Administration. He was awarded an Honorary Doctorate from State University of New York, Potsdam in 2009. Lamond was inducted into the National Boys and Girls Club Alumni Hall of Fame in 2007 and was the charter member of the Conn-Selmer Institute Hall of Fame. Under his leadership, NAMM was awarded the Americans for the Arts Corporate Citizen award, was honored by VH-1 Save the Music Foundation on their 10th anniversary and shared numerous television awards with Sesame Workshop for initiating a partnership that ultimately led to the creation of the Sesame Street Music Works program designed to promote the fun and benefits of playing music to preschoolers and their parents.

Prior to joining NAMM as director of market development in 1998, Lamond worked for NAMM Member retailers in Sacramento for 16 years including 10 years with the award-winning Skip's Music. Lamond is a member of the San Diego chapter of YPO, Young Presidents Organization and ASAE, the Center for Association Leadership. Lamond is married and has two teenage children. He is an active outdoorsman and drummer.



NAMMM Leading Efforts to Update Lacey Act

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The National Association of Music Merchants (NAMMM) is working with the U.S. Congress, environmental groups and other manufacturing industries through 2012 to protect wood-products manufacturers, dealers and consumers from the unintended negative consequences resulting from a 2008 amendment to the Lacey Act.

Background

In 2008, the U.S. Congress passed an amendment to the Lacey Act that made it illegal to import or own many types of imported wood and wood products. This amendment has left anyone with a product containing certain imported wood or plant materials subject to federal penalties. For example, tens of thousands of instruments built over the past century in the United States have included imported wood such as ebony and Indian rosewood because of its superior tonal qualities. The changes to the Lacey Act have made it illegal to own instruments manufactured from this wood, even if it was made years or decades ago.

NAMMM Takes the Lead

As the primary representative of the 9,000-member music instruments and products industry, NAMMM has taken a lead in organizing efforts to urge Congress to fix the law. By working together, we can ensure healthy forests, while protecting small businesses, craftsmen and musicians that love the American art of guitar making.

Industry Endorses Proposed Resolution

NAMMM supports a bi-partisan legislative proposal recently introduced by Reps. Jim Cooper (D-TN), Marsha Blackburn (R-TN) and Mary Bono Mack (R-CA) called the RELIEF Act (H.R. 3210). The RELIEF Act does three essential things:

- Grandfather: Any wood or wood products created before May 22, 2008 (the date the Lacey Act amendments were signed into law) will be exempt from the law.
- Protect Innocent Owners: If someone possesses or sells wood or wood products that violate the Lacey Act, but did not know it, that person would not be penalized, and the government could not confiscate the property.
- Inform: The government would create an Internet database of forbidden wood sources so that everyone is fairly warned.

The RELIEF Act preserves punishments for those who knowingly violate the Lacey Act and does not affect current legal cases. It also keeps in place existing laws that seek to disrupt illegal logging practices.

Making a Difference in 2012

NAMMM and its Members fully endorse responsible forest management and efforts to prevent illegal logging as a means to preserve the world's forests. For this reason, the industry will work harder than ever through 2012 to build consensus for a compromise solution that protects both the environment and the music products industry.

Visit www.namm.org/publicaffairs for more information on NAMMM's efforts to update the Lacey Act.



FOR IMMEDIATE RELEASE

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2012 NAMM Show After Dark Schedule Offers Many Entertainment Possibilities

CARLSBAD, Calif., Jan. 10, 2012—The National Association of Music Merchants (NAMM) today announced its after-show entertainment schedule for the 2012 NAMM Show.

These events, in addition to the many exhibitor-sponsored concerts and parties, meet-ups and tweet-ups offer show attendees a wide variety of options once the show floor closes. For a complete listing of events, please visit namm.org/thenammshow/2012 or download the free 2012 NAMM Show app from iTunes or Android mobile stores <http://m.core-apps.com/namm2012>

NAMM-sponsored events include:

Thursday, Jan. 19

On the Main Lobby Stage, NAMM will again present a stirring "Tribute to Industry Leaders" lost over the past year with music provided by the LA Scots and guitar legend Doyle Dykes.

Friday, Jan. 20

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Teen Pop Sensation Greyson Chance and Singer/Songwriter Shaun Barrowes to Co-Emcee and Perform at NAMM's Third Annual SchoolJam USA Finals Event

Young Musicians and Celebrities Gather to Inspire New Players and Support School Music Programs

CARLSBAD, Calif., Jan. 4, 2012 – The National Association of Music Merchants (NAMM) today announced that teen pop sensation, songwriter, vocalist and pianist Greyson Chance and singer/songwriter Shaun Barrowes will co-host and perform at the third annual [SchoolJam USA](#) finals event. The teen battle of the bands competition will take place on Jan. 21 in Downtown Disney as part of the world-famous NAMM Show in Anaheim, CA.

"I am honored to be a part of a program with NAMM that is encouraging students to grow their musical talents," said Chance. "Music is such an important part of my life and I am very excited to help shine the spotlight on some new talent – it's important to me to support programs like SchoolJam USA and foster ongoing music education."

Since his stirring performance of Lady Gaga's "Paparazzi" at his sixth-grade talent show was posted on YouTube and earned him national recognition as well as a record deal as the first signing to Ellen DeGeneres' record label eleveneleven, Chance has begun an extraordinary music career. In the last year, Chance has completed two North American tours, performed at the White House, the Campaign for Human Rights and *Variety's* Power of Youth benefit and has a recurring role on the hit FOX comedy series *Raising Hope*. The fourteen-year old's debut album *Hold on 'Til the Night*, was released earlier this year and has garnered critical acclaim.

Former season-seven "American Idol" contestant Shaun Barrowes is an award-winning singer/songwriter. Nicknamed "Hammer Hands" for his heavy-handed piano technique, Barrowes began composing music at the age of 15, and cut his first record just a year later. Following international touring and album recordings, Barrowes created a school benefit tour where a portion of proceeds from ticket sales directly benefit participating school arts programs.

"Programs like SchoolJam USA motivate kids to nurture their musical talent by giving them an opportunity they might not otherwise have," said Barrowes. "What I love most about this program is the emphasis on keeping kids' school music programs alive because music education is critical in helping students reach their full potential."

SchoolJam USA is a national program that rewards aspiring teen musicians (ages 13-19) and promotes active participation in school music programs produced by [NAMM](#) and

promotional sponsors, NAFME: [National Association for Music Education](#), [School of Rock](#), [SchoolJam Germany](#), [Music For All](#), [TakeLessons.com](#), [Drum Corps International](#), [In Tune Monthly](#), the [John Lennon Educational Tour Bus](#), [Vans Warped Tour](#) and [Channel One News](#).

On Jan. 21, the top eight finalist bands will perform live at Downtown Disney District in front of a panel of professional judges and hundreds of fans for the chance to take the title of "Best Teen Band in the USA." This year's judges panel includes:

- Stan Freese, talent casting director, Disneyland
- Irwin Kornfeld, CEO, In Tune Partners and Westchester Media
- Menzie Pittman, owner and director of education, Contemporary Music Centers
- Michael Smith, project manager, MI and instruments, Peavey Electronics Company

The winning band will perform at the original SchoolJam festival in Frankfurt, Germany in spring 2012; receive a music video recording session on the John Lennon Educational Bus along with cash prizes of \$1,000 to purchase of new gear and \$5,000 for their school music programs. The remaining finalists will also receive funds for gear and a donation to their school music programs. Music from the finalist bands can be heard at www.schooljamusa.com.

SchoolJam is part of NAMM's ongoing educational and promotional campaign to encourage people of all ages to play music through its "Pledge to Play" initiative. Launched last year, "Pledge to Play" is a national call-to-action for the 85 percent of Americans who, according to a recent Gallup poll, do not play a musical instrument but wish that they did. NAMM's "Pledge to Play" can be found at www.facebook.com/wannaplaybynamm.

For more information on Greyson Chance, please visit his website at www.greyson-official.com or follow him on Twitter at www.twitter.com/greysonchance or on Facebook at www.facebook.com/GreysonChance.

More information and music for Shaun Barrowes can be found at <http://shaunbarrowes.blogspot.com>.

About SchoolJam

SchoolJam is an established music initiative, originally developed by MM MusikMedia Germany to promote popular and rock music in schools throughout Germany. The program has provided thousands of music-loving young adults with the opportunity to perform and network with their peers, increasing their love for playing music and encouraging them to become active musicians.

About NAMM

The National Association of Music Merchants, commonly called NAMM in reference to the organization's popular NAMM trade shows, is the not-for-profit association that unifies, leads and strengthens the \$17 billion global musical instruments and products industry. NAMM is the sponsor of the *Wanna Play?* campaign, a public awareness

initiative designed to get more people connected with the proven benefits of playing music. For more information about *Wanna Play*, please visit www.wannaplaymusic.com. For more information about NAMM, please visit www.namm.org.

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With New Year's Resolutions Top of Mind, NAMM Challenges President Obama and All Americans to "Pledge to Play" a Musical Instrument in 2012

85 Percent of Americans, Including President Obama, Admit Desire to Play a Musical Instrument – NAMM's "Pledge to Play" Initiative Designed to Help Them Take the First Step as Part of Sixth Annual National Wanna Play Music Week

CARLSBAD, Calif., Jan. 3, 2012 — As Americans nationwide resolve to get fit, manage stress and save money this year, NAMM is urging them and President Obama to add playing a musical instrument to their list of New Year's resolutions through its "Pledge to Play" online initiative.

Launched last year, NAMM's "Pledge to Play" is a personal commitment dedicated to empowering those who have always wanted to learn how to play a musical instrument or sing, and can be found at www.facebook.com/wannaplaybynamm. This national call-to-action is aimed at the more than 85 percent of Americans who do not play a musical instrument, but wish that they did, according to a recent Gallup poll, and is part of the activities leading up to NAMM's sixth annual National Wanna Play Music Week, which this year takes place from May 7-13. In a recent interview with Barbara Walters for ABC's "20/20," President Obama said that he wished he had learned to play a musical instrument and would love to play music.

"Studies show that those who explicitly make New Year's resolutions are 10 times more likely to reach their goals," said Joe Lamond, president and CEO, NAMM. "NAMM's 'Pledge to Play' invites anyone who has always wanted to play a musical instrument to make 2012 the year that they experience the fun and benefits of playing music."

Research studies have proven many positive benefits associated with playing a musical instrument, including stress-relief, improved memory skills, enhanced listening skills, motor ability and hand-eye coordination, and heightened intellectual capabilities. More information about the benefits of playing music can be found at www.wannaplaymusic.com.

About NAMM's Wanna Play? Public Awareness Campaign

NAMM's national *Wanna Play?* public awareness campaign is dedicated to increasing awareness of the proven benefits of playing musical instruments for people of all ages. Since the campaign's launch in November 2006, the key messages about the fun and



many proven benefits of playing music have reached millions of people through national public relations efforts. In addition, *Wanna Play?* has the support of more than 100 celebrities, including Jack Black, Jeff Daniels, Robert Downey Jr., Band from TV, Orianthi, and Gary Sinise. For more information and to get involved, interested parties can visit www.wannaplaymusic.com.

About NAMM

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Crane Institute for Music Business to Host Sandy Feldstein Industry Roundtable at 2012 NAMM Show

**Industry Laureates Share What It Takes to Get a Job
In the Music Products Industry**

CARLSBAD, Calif. Dec. 16, 2011—The National Association of Music Merchants (NAMM) announced today that the Crane Institute for Music Business at SUNY Potsdam will be presenting an interactive roundtable forum during the 2012 NAMM Show exploring career opportunities in the music education and music products sectors.

The open forum discussion called "How to Get a Job In the Industry" will be hosted from 4 p.m. to 5 p.m. on Saturday, Jan. 21, 2012 in the NAMM Foundation Learning Lounge located inside the Anaheim Hilton's California Ballrooms A and B, and will be moderated by NAMM President and CEO Joe Lamond.

The event is open to all 2012 NAMM Show badge holders, and is especially recommended for music educators attending the NAMM Show as part of "Music Education Days," and music industry college and post-graduate students attending the NAMM Show as part of NAMM's "Generation Next" program.

The interactive roundtable event unites the Crane Institute for Music Business, a leader in music education for the past 125 years, with the NAMM Show and its global network of music industry professionals. Both organizations share goals to inspire ongoing collaboration and innovation in the music industry.

The roundtable discussion is dedicated to SUNY Potsdam alumnus and long-time music industry icon Sandy Feldstein.

The roundtable panelists include:

Larry Morton

Hal Leonard Corporation

Larry Morton is president of Hal Leonard Corporation, the world's largest music publisher. Morton joined the company in 1990 and has served as president since 1999. Morton formerly served on the NAMM Board of Directors from 1999 to 2002. He has also previously served on the boards of the Music Publishers' Association, Retail Print Music Dealers Association, Make Music Inc., and the Milwaukee Symphony Orchestra. Morton holds music degrees from Eastern Illinois University and University of North Texas, and is a lifelong active musician.



Chuck Surack
Sweetwater Sound, Inc.

Chuck Surack is the president and founder of Sweetwater Sound, a retailer of high-technology and combo gear. He is active in local civic organizations and has received a variety of awards and acknowledgements, including the "Business Committee for the Arts' BCA 10 Award" and "Entrepreneur of the Year" by Ernst and Young and *Business People Magazine*.

John D'Addario
D'Addario & Company

John D'Addario III is the executive vice president at D'Addario & Company, Inc. He began working fulltime at the company in 1996, when he started as a production manager. He then took on the responsibility as the D'Addario Strings brand manager for several years before being promoted to Vice President of Sales. During his five-year tenure in that post he guided the company's global sales from \$52 million to \$90 million. Today, John leads the company's global operations, strategic business planning and human resources.

Remo Belli
Remo, Inc.

Remo Belli revolutionized the music products industry by introducing the Weather King, the single most popular drumhead in the world. As a jazz drummer, Belli was looking for ways to improve the percussive products he was using. Once his team of chemists found the perfect formula, he took it around to his many drummer friends to test the product. Belli has also pioneered the use of music and wellness with his dear friend Karl Bruhn and a wave of instruments aimed at getting people of all ages involved with music and music making.

Craigie Zildjian
Avedis Zildjian, Co.

Craigie Zildjian has accomplished what no other woman has done in her company's 389-year history—she has become president of the Zildjian Cymbal Company. Following in her father's footsteps (Armand Zildjian 1921-2002), she has met the challenges of growing the business through a merger with the Vic Firth Company, the global leader in drumsticks, as well as launching the first acoustic electric cymbal, *Gen 16*.

Joe Lamond
President and CEO, NAMM

Starting in 1982 as a bookkeeper for a small, independent retailer in Sacramento, Calif., Joe Lamond moved to Skip's Music in 1989, where he started in the warehouse. Armed with passion, drive and a natural ability for marketing, Lamond ultimately rose to the position of executive vice president, overseeing the \$12 million company. Those years of retail experience were critically important in shaping Lamond's views about the industry, specifically, the important relationship between supplier and dealer. In addition, under his leadership since 2001, NAMM's resources have grown significantly, enabling NAMM to invest more into research, grants and market-building programs than at any time in the association's history.

Music educators interested in attending any or all of the events during "Music Education Days" can register online [here](#) before Jan. 2, 2012.

College and post-graduate students studying music business or music education can find out how to register for the "Generation Next" collegiate program at the 2012 NAMM Show [here](#).



Registration fees are waived for qualified university- and college-level students through Jan. 2, 2012. Attendees will be responsible for their travel expense to the NAMM Show and other related expenses.

To secure a hotel room, visit: <http://www.namm.org/thenammshow/2012/travel>.

About Crane Institute of Music Business at SUNY Potsdam

SUNY Potsdam's Crane School of Music is a community of educators, musicians and scholars in an environment dedicated to helping every student achieve his or her career and life goals.

Crane consists of 590 undergraduate and 30 graduate students and a faculty of 70 teachers and professional staff. Crane is housed in the Julia E. Crane Music Center on the north side of the campus that two classroom buildings (Bishop and Schuette Halls), three concert areas (Helen M. Hosmer Concert Hall, 1290 seats; the Sara M. Snell Music Theater, 452 seats; and the Ralph Wakefield Lecture and Recital Hall, 130 seats) as well as extensive supporting areas.

The Crane School was founded in 1886 by Julia Crane (1855-1923) as the Crane Institute of Music and was one of the first institutions in the country to have programs dedicated to preparing specialists in teaching music in the public schools. Throughout Crane's history the school's primary mission has been to educate music teachers with an emphasis on excellence in performance. At Crane, learning to be a teacher does not exclude or limit music performance, but uses excellence in performance as the foundation on which teaching is based. Crane is proud to have many of the finest music educators, scholars and performers in the United States as members of the faculty, all working hard to make Crane a vital, innovative and exciting place.

About NAMM

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**Manufacturers of Major Music Product Brands Sign Up
Early to Exhibit at NAMM Musikmesse Russia and
Prolight + Sound NAMM Russia May 16-19**

**Roland, Sennheiser, Hal Leonard, C.F. Martin, Taylor Guitars and
Martin Pro Lighting Among Many Others Set to Exhibit**

CARLSBAD, Calif. Dec. 12, 2011—NAMM and Messe Frankfurt announced today that dozens of manufacturers and distributors of major music product brands have already confirmed their exhibit space and attendance at the two new international music product trade shows being held in Moscow, Russia called **NAMM Musikmesse Russia** and **Prolight + Sound NAMM Russia**.

“Both shows see considerable interest in the industry at an early stage: Already set to exhibit in their individual booths are companies including Roland, Sennheiser, Hal Leonard, C.F. Martin, Taylor Guitars and Martin Pro Lighting. In addition, distributors will be representing companies such as Kawai, Ernie Ball, Vari-Lite, Clay Paky, Allen & Heath and many others at the Moscow-based shows,” said Cordelia von Gymnich, vice president Messe Frankfurt.

The shows will be held for the first time at Moscow's Expo Centre May 16-19, 2012, and the exhibitors that have signed up to participate are eager to experience the magnitude of opportunities for the music product and entertainment technology industry that exist in the Russian marketplace.

The volume of the Russian musical instruments and technologies market is estimated at 450 million U.S. dollars. In 2010, imports in some product segments increased by 36.3 percent compared to the previous year.

According to NAMM's Director of International Affairs Betty Heywood, the Russian musical market is potentially the largest in Europe, and is characterized by a large population of around 145 million people, developed musical culture, and recent sustainable growth trends.

“Russia alone has more than 5,000 music schools for children,” Heywood said. “Often, the schools have old and unsuitable instruments that need to be replaced. The show's



targeted areas of Russia and the Commonwealth of Independent States [CIS] present a market of almost 300 million consumers who are mostly sophisticated, discerning consumers in the upper-middle income bracket.”

Part of the proceeds from the shows will be reinvested in professional development courses to support development of the Russian musical instruments and technologies market, in addition to initiating future advocacy efforts to ease trade regulations with Russia.

The trade shows are being co-produced by Messe Frankfurt, producers of the International Musikmesse, Music China, Prolight + Sound, and Prolight + Sound Shanghai, and NAMM International, subsidiary producer of the NAMM Show and Summer NAMM.

Both partners have many years of experience in organizing fairs for the musical instrument, pro audio and entertainment technology sectors. NAMM and Messe Frankfurt have been successfully cooperating on the Music China show in Shanghai since 2006.

“We are the world’s largest printed music publisher representing many composers, artists, publications and products on a global basis,” said Mark Mumford, director of European sales and marketing at Hal Leonard Corporation. “We believe that the Russian and CIS music markets have the potential to be a vibrant growth environment for our business. There is a vast music-making community across all genres and without doubt there is an opportunity to increase the accessibility to the great music that we publish and to be part of an ongoing rich and developed musical culture.”

“Roland is one of the leading manufacturers of digital music instruments and equipment in the world,” said Vadim Kuznetsov, head of the marketing department at Roland. “Every year our corporation presents the latest novelties of the music industry during the Winter NAMM Show in California and at Musikmesse in Germany. We are glad that in May 2012, NAMM Musikmesse Russia and Prolight + Sound NAMM Russia will give us an opportunity to present our instruments and technologies to the Russian audience. We hope that experience and expertise of such serious show organizers such as NAMM and Messe Frankfurt will help the Russian music market reach a new level of quality.”

“Our company is representing world-famous manufacturers of music instruments and DJ equipment in Russia including Allen & Heath, Audio-Technica, QSC Audio Products, Denon DJ, Denon & Marantz Pro, Rocktron, Markbass, Dean Guitars and more,” said Dmitry Modin, managing director of Mix Art Distribution. “All of those companies are considering the Russian market as one of the most promising in the world, and we are sharing their opinion. We hope that NAMM Musikmesse Russia and Prolight + Sound NAMM Russia will become new professional platforms of high quality for the Russian music industry, and moreover will influence development of this industry sector in Russia.”



For more information about the audiences, benefits, and the services offered to create a successful event in Russia, or for information on how to sign up to exhibit at either of the trade shows, visit www.namm-musikmesse.ru or www.prolight-namm.ru.

Background Information on Messe Frankfurt

Messe Frankfurt is Germany's leading trade fair organiser, with 457* million euros in sales and 1,769* active employees worldwide. The Messe Frankfurt Group has a global network of 28 subsidiaries, five branch offices and 52 international sales partners, giving it a presence for its customers in more than 150 countries. Events "made by Messe Frankfurt" take place at more than 30 locations around the globe. In 2011, Messe Frankfurt organised 101 trade fairs, of which more than half took place outside Germany.

Messe Frankfurt's exhibition grounds, featuring 578,000 square metres, are currently home to ten exhibition halls and an adjacent Congress Center. The company is publicly owned, with the City of Frankfurt holding 60 percent and the State of Hesse 40 percent. For more information, please visit our website at: www.messefrankfurt.com.

** Preliminary numbers (2011)*

About NAMM

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NAMMM to Host NSCA Education and Outreach Sessions at the 2012 NAMMM Show

CARLSBAD, Calif., Dec. 7, 2011—The National Association of Music Merchants (NAMMM) today announced a new education and outreach initiative with the National Systems Contractors Association (NSCA) where the group will host a mini-conference called “Best Practices in Identifying, Selling and Managing Systems Integration Projects” at NAMMM’s Hands-On-Training (H.O.T.) Zone area on Thursday, Jan. 19 from noon to 6 p.m.

NSCA’s sessions will include a keynote by NSCA Executive Director Chuck Wilson customized exclusively for the smaller sound contractors and music retailers who offer system installation and integration support. Attendees of this session will be given information on areas of greatest opportunity for future work and tips on how to plan for growth.

The event will also feature valuable breakout sessions on effective sales proposals, how to improve project estimates and managing systems projects taught by industry experts.

“With more contractors and retailers than ever branching out into systems work, it makes a lot of sense to provide education programs and outreach here at the NAMMM Show,” said Wilson. “We hope to share with these companies the true costs associated with doing the type of work and the risk/reward propositions which will make their system installations go smoothly.” For a complete listing of H.O.T. Zone and NAMMM University sessions at the 2012 NAMMM Show, please visit <http://www.nammm.org/thenammmshow/2012/educational-sessions>

About NAMMM

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BAND FROM TV to Headline The NAMM Show's Celebrity Jam Concert Saturday, Jan. 21, 2012 in Anaheim, Calif.

Band From TV Features Actors Greg Grunberg, James Denton, Jesse Spencer, Bob Guiney, Adrian Pasdar, Scott Grimes and Other Surprise Guests

CARLSBAD, Calif., November 29, 2011 - Continuing its tradition of attracting the most passionate and talented music makers from all walks of life, the National Association of Music Merchants (NAMM) today announced that **Band From TV** will make a special appearance at the NAMM Show by hosting and performing at the annual music products industry trade show's *Celebrity Jam*, which will be held on Saturday, Jan. 21, 2012 from 5:45 p.m. to 7 p.m. at the Anaheim Convention Center's main lobby stage.

Open to registered attendees of the NAMM Show and their invited guests, the live performance will happen during the celebration of the 110th anniversary of the NAMM Show, which historically attracts top musical talent for four days of performances, celebrity autograph sessions and instrument demos while thousands of music product manufacturers and retailers gather to display and purchase musical instruments that inevitably end up in retail stores.

"We are honored to once again be asked by the fine folks at NAMM to perform some of our favorite covers for all of the amazing people that love making music just like we do," says Greg Grunberg. "We have been lucky enough to have played for thousands of people over the years and raised millions of dollars for our charities...BUT playing the NAMM Show is both a thrill and the most intimidating show of the year for us. Having said that, it is also the show where we get the most support and love from the audience. It's a great event celebrating everything music can do to make the world a better place. We use music to help others, but get SO much love in return. Thanks NAMM!"

Band From TV members who will participate in the concert include drummer and founding member **Greg Grunberg** of NBC's *Heroes* and *Alias* and also the creator of TalkAboutIt.org; **Jesse Spencer** (violin), who is currently starring on Fox's *House*; **James Denton** (guitar) from *Desperate Housewives*; **Bob Guiney** (vocals), who appeared on *The Bachelor* and is now the host of HGTV's *Showhouse Showdown*; **Adrian Pasdar** (guitar), of *Heroes* and the new series *Ultimate Spider-Man*; **Scott Grimes** (keyboard/vocalist) from *American*



Dad, ER, and Robin Hood, Anthony Ruivivar from NBC's Third Watch and The Adjustment Bureau. Band From TV is all about giving. All the celebrities in the Band have a charity that they support with the majority of the money raised from gigs and the band's CD & DVD being donated back to help the charities in their endeavors. Additional guest actors and other personalities will also be invited to jam with the band.

The NAMM Show is a marquee event in music and the most watched event all year for music news, celebrity performances and new musical instrument and related product and technology showcases. Each year, more high-profile celebrities sign on to support NAMM's musical messages by agreeing to perform, participate in general sessions and record public service announcements for the association's national *Wanna Play?* public awareness campaign promoting the pleasures and benefits of making music for people of all ages. This past January, NAMM welcomed many notable artists who support recreational music making, including Kara DioGuardi, who was awarded the prestigious NAMM "Music for Life" Award, Natasha Bedingfield and others.

The invitation-only music trade show is planning to welcome more than 1,400 music exhibitors from 90 countries to the show, which runs Thursday, Jan. 19 to Sunday, Jan. 22. On Wednesday, Jan. 18, from 10 a.m. to 2 p.m., the media is invited to NAMM's *Media Preview Day* for a first look at the Apps. & Gaming Pavilion and twenty of the NAMM Show's most innovative and buzz-worthy music instruments and products.

For live, up-to-the-minute events during the 2012 NAMM Show, visit namm.org or follow www.twitter.com/nammshow or Like www.facebook.com/nammshow

About Band From TV

Band From TV was created to provide funding and resources for several incredibly worthwhile charities around the world. When it comes to celebrity charity involvement, there is true power in numbers. Coming together, they formed a celebrity rock band on a mission to make a difference in advancing and supporting the charities in which they are passionate. The Band From TV lineup includes a powerhouse of well-known and acclaimed actors including: Greg Grunberg, James Denton, Bob Guiney, Jesse Spencer, Adrian Pasdar, Scott Grimes, Anthony Ruivivar and accomplished musicians Chris Kelley (Music Director), Barry Sarna (Eagles), David Leach (Ben Harper), Chris Mostert (Eagles), as well as child-star turned bass player Brad Savage. For more information, visit www.bandfromtv.org.

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NAMM welcomes media coverage for the *Celebrity Jam* but the show is not open to the public. To request media credentials or for high-resolution artwork before and after the performance as well as interview requests, please contact:

Jeanne O'Keefe / Alex Lippin / The Lippin Group / 323-965-1990
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NAMM to Co-Host The College Music Society Summit at the 2012 NAMM Show

Program Designed to Provide Music Products Industry Insight to College Faculty, Administrators and Graduate Students

CARLSBAD, Calif., Nov. 17, 2011—The NAMM Foundation announced today that it will be collaborating with The College Music Society to co-host the Society's Summit at the 2012 NAMM Show in Anaheim, Calif. from Jan. 20-21.

The theme of the program is "Untapped Collaborations: Synergies Between the Music Products Industry and the Education of the Next Generation of Musicians." The event is designed to engage college faculty, administrators and graduate students with leaders in the music products industry and collaborate on issues concerning music education, the practice of music, and the future of music's role on society.

In collaboration with CMS, NAMM hopes to provide attendees of the Summit with the following:

- Introduce and articulate key issues facing the music education profession and the music products industry
- Heighten an understanding that music education and the music products industry go hand-in-hand
- Develop awareness about opportunities within the music products industry and provide strategies for college students to find internships
- Develop an understanding that partnerships between educators and the music products industry is crucial to building cohesive music education programs

"Music education is a fundamental component of the music products industry," said NAMM President and CEO Joe Lamond. "It is imperative that the two professions collaborate on the current issues that face music educators and the music products trade, and explore opportunities for strengthening both industries."

Don Bowyer, professor of Music at University of Alabama, Huntsville, and chair of the 2012 Summit Steering Committee, noted that: "The music products industry is critical to education in music wherever it takes place, as well as to the fabric of our cultural life globally. The 2012 Summit will enable CMS and NAMM to explore possibilities for collaboration in order to strengthen the efforts of educators and industry alike."



About College Music Society

The College Music Society promotes music teaching and learning, musical creativity and expression, research and dialogue, and diversity and interdisciplinary interaction. A consortium of college, conservatory, university, and independent musicians and scholars interested in all disciplines of music, the Society provides leadership and serves as an agent of change by addressing concerns facing music in higher education.

About the NAMM Foundation

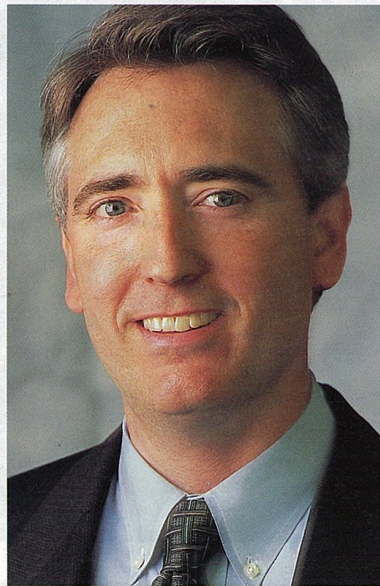
The NAMM Foundation is a 501 (c)(3) non-profit organization dedicated to advancing active participation in music making across the lifespan by supporting scientific research, philanthropic giving and public service programs from the international music products industry. For more information, interested parties can visit

www.nammfoundation.org

PRESIDENT/
CEO, NATIONAL
ASSN. OF MUSIC
MERCHANTS

Joe Lamond

The NAMM chief talks about shifts in the musical instruments market and why he's happy about the uptick in ukulele sales.



Manufacturers and retailers of musical instruments and sound gear share obvious ties with the music business, even as they contend with very different market dynamics.

While the recording industry's most immediate challenge is managing the transition to a digital marketplace, the issues facing the instrument and gear market remain primarily cyclical, as the slow U.S. economic recovery limits spending on new purchases.

But companies that produce and sell instruments and sound gear are increasingly contending with fundamental market shifts of their own, as will be evident at the NAMM Show, the National Assn. of Music Merchants' annual trade show and convention, which will be held Jan. 19-22 at the Anaheim (Calif.) Convention Center.

Online and big-box retailers are capturing a growing share of sales, forcing both brick-and-mortar chains and locally owned retailers to adapt. Applications for tablet computers and smartphones are enabling consumers to create music without an actual instrument. And the promotion of music education, a central part of NAMM's mission, has been hurt by budget cuts in school music programs.

Still, NAMM president/CEO Joe Lamond feels good about the prospects for the music products market, where he says a physical storefront and a knowledgeable sales force still holds great value. Having to "evolve and adapt the best practices of using technology has not been an easy transition," he says. "Big changes come with a lot of pain... NAMM's membership through it all has remained surprisingly steady and resilient."

In an interview with *Billboard*, Lamond discusses recent developments in the market.

Best Buy began selling musical instruments in 2008. How has that affected the market?

The general consensus is it's good when consumers who might not walk into a music store are exposed to musical instruments. They might not have thought about going to a local community music store. When it comes to that second purchase, and maybe they're ready to move up to a more serious experience with making music, that's where the community music store kicks in.

What's the impact of online retailers on brick-and-mortar?

It was clear that to compete they'd have to be available to customers—they can't be open 24 hours a day and the Internet's always open. I think it's very healthy for the industry—it shows a lot of innovation in how our industry's products are being sold in multiple channels now. Some of our members sell through Amazon now, and many sell through eBay. [There are some] members who've done it themselves and created their own Web presence—both ways have

worked. We had a member in Memphis doing really well online. That's because he's selling the expertise. This drum shop has the training to find the right cymbal for their customers, so people are becoming more comfortable buying cymbals online.

As recorded-music sales decline, many musicians have focused more on income from touring and other sources. How has your membership responded to these changing needs?

The democratization of music-making—bands that wouldn't have had the chance before, making and selling their own products—it's broadened the base of professional musicians out there. It has not affected us as it has the record industry. The touring side seems strong; it's still tied to discretionary spending. Live music and touring have continued to be a vital part of any musician's career path. NAMM members who sell those products have seen good growth. Before Starbucks, a cup of coffee was just a cup of coffee—but once

someone experienced it and said, "I like that," a \$4 cup of coffee became a more accepted thing. [Sound systems were] a commodity, just a cup of coffee. Now that someone can experience what it can do in a church or a club or another concert venue, I think people are demanding live sound be good. That's the benefit for the consumer, who's getting a better experience, a higher expectation of what higher-quality sound should be.

How have NAMM's member retailers fared during the slow U.S. economic recovery?

There's a customer base for music products that will be there through thick and thin—no matter what happens, people want to make music. What we are tied to is consumer spending. When consumer spending went down because of the recession and high unemployment, that certainly impacted our numbers at retail. A lot of that was from the hobbyists who could put off and defer a purchase—in tough economic times, a piano is pretty much a deferrable purchase. A gui-

tar player may buy accessories for his current guitar instead of buying another one. Drummers would add more features to their existing drum sets. A lot of people felt they could afford more accessories rather than buy another instrument. In general, we're moving with the [modest, upward] trend. I'm knocking on wood as I say that.

A growing number of apps enable musicians to make music. How has that affected retailers of musical instruments?

It's a pretty big shift, that's for sure. Yamaha had a product in Japan that was about \$1,000, an electronic music-making device. Now it's a \$19 app—that's a big change. It's all very interesting and affecting how people make music. A downloaded app doesn't go through retail, so a NAMM member has to find a way to add value to that. It's a blessing and a curse. The blessing is more people will make more music because of it, and it's a curse because we have to figure out as an industry, "Where do we fit in?"

Is this a topic you'll be tackling at the NAMM Show?

One of the big roles I'll be talking about is innovation, because it can be in the products, it can also take the form of how you run your marketing campaigns—innovation at all levels. We're moving forward, changing our business models, growing our companies and taking care of our customers.

Many elementary and secondary schools have been scaling back music programs. How big a concern is that for your membership?

We are lobbying for stronger arts instruction. Building the argument for the benefit of the arts is one of our primary missions, and we're funding research about music's role in health and wellness, especially as people age in the arts. We see our role is to continue to get out there and beat the drum about the benefits of music education. The headlines are dire—states are broke and education's being slashed. There are certainly areas hard hit, but school music dealers are one of the strongest parts of NAMM right now. What we have seen is the power went into parents' hands. They have seen the value of arts education and parents are demanding it for their kids.

Are there any instruments that have been enjoying particularly strong sales?

The ukulele. I've never seen someone frown while playing a ukulele. It's not a difficult instrument to learn to play. You can play it with others. It's a gateway instrument. People are learning to play and have fun, and if that leads to more people playing music, or at least enjoy saying, "I'm a musician," that's great for our industry. ♦♦♦

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