

## PRESS RELEASE eClassical.com Oct 2011

To create some news value of a “new” downloading site for classical music may not be the easiest thing to do, but we think that our take on this business model has some distinctive advantages that set us apart from the rest. Whereas we certainly are in the business to earn money, we have put ourselves in the place of the customer and fully re-created this, one of the oldest downloading sites, in a new fashion. Consider this:

- We have changed the principles of paying to be strictly **by the second** of music bought. This totally changes the traditional way of selling music. The customer no longer is dependent upon long or short tracks, all at the same price, album-only sales for very long tracks, double price, when a track exceeds a given limit by one second, or similar. Quite simply: YOU GETS WHAT YOU PAYS FOR. And cheaply, too.
- We make no price difference between mp3 and FLAC 16-bit CD quality.
- If CD quality is bought, we throw in the mp3 free of charge.
- We specialize in offering Studio Master Quality in 24-bit, at a higher price, but this price still comparable to other sites' regular price.
- If 24-bit quality is bought, 16-bit FLAC **and** mp3 are included free of charge.
- No DRM:s. What the customer buys is truly his, and his own.
- Possibilities to listen to whole tracks, in 30-sec segments.
- We have a unique money back guarantee, no questions asked, should the customer for any reason not want to keep your purchase.
- Wherever possible, the booklet is included at no extra charge.
- We will introduce 5.1 surround very soon.
- We will very soon have access to the entire repertoire of some 200 labels, with some 25'000 classical albums, with negotiations for many more ongoing, among these the foremost classical labels in the world. We are in the process of uploading them.

We totally aim for being a basically one-stop place for high-quality downloading of classical music.

But, of course, we can talk until we have no voice left. You look for yourself instead. Should you want to try it out, please contact CEO George Olvik [george@eclassical.com](mailto:george@eclassical.com) for a test account free of charge.

Gothenburg, Sweden, Oct, 2011