

FOR IMMEDIATE RELEASE

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MUZAK HEART & SOUL FOUNDATION SCOUTS TALENT AT SXSW

Music Industry Professionals Needed As Presenters for Noise! Music Business Camp for High School Musicians

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Charlotte, NC — Every year, thousands of musicians and major music industry players converge in Austin, TX for the South by Southwest Music Conference and Festival (SXSW). Bands dream of being discovered, and record labels and other industry insiders dream of scooping the next big thing. At the same time, high school students across the country dream of turning their passion for music into real-world career opportunities.

For the first time, the Muzak Heart & Soul Foundation will bring it all together. Heart & Soul will be scouting new talent at SXSW — recruiting artist managers, event promoters, record label representatives and more to participate in Noise!, the Foundation's summer camp that gives high school students with a passion for music a backstage pass to the music industry.

"SXSW is the industry's place to discover new artists and bands. For the Muzak Heart & Soul Foundation, it's also the perfect event to enlist the help of music industry members who have a passion not just for music, but for helping kids," said Bob Cauley, Muzak Heart & Soul Foundation president. "Heart & Soul combines those passions at Noise!, where students with a passion for music literally launch their own careers through exclusive access to these industry insiders," Cauley said.

Noise! is a two week camp held every summer in the entertainment hot spot Los Angeles. During Noise!, 32 students ages 15 – 17 gather in L.A. to meet with and learn from dozens of members of the music industry. Noise! participants receive full scholarships to learn about the careers available to them in the music industry from record label producers, music critics, event promoters, artist managers, entertainment lawyers, Audio Architects and other industry insiders.

After experiencing music industry careers firsthand and making valuable contacts, many Noise! participants go on to exceptional professional accomplishments. Most recently, Noise! graduate Quentin Bethea, a Noise! 2005 alum, received a full scholarship to Berklee College of Music in Boston. He was also selected two

years in a row to be one of 24 students to participate in the Gibson/Baldwin Grammy Jazz Ensemble, where he traveled to L.A. for eight days — performing with jazz greats such as Barry Harris, Hank Jones, Oscar Peterson, Kirk Wahlum, Ivan Neville and more. He also attended the 48th Annual Grammy's and performed live at a Grammy after-party, and is set to record at Capitol Recording Studios.

Noise! 2007 will be held July 15 – 27 at California State University Northridge in Los Angeles. To learn more about Noise!, please visit www.heart.muzak.com.

The Muzak Heart & Soul Foundation was established in 1998 by Muzak, the world's leading business music and messaging provider. Muzak believes in the power of music to change lives. The Foundation's mission is to redefine and expand the scope of music education. Heart & Soul helps students turn their passion for music into real world opportunities — by providing teens with new and exciting programs focused on all aspects of the music business. To learn more about the Muzak Heart & Soul Foundation, please visit www.heart.muzak.com.

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