



NEWS RELEASE

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THE PHILADELPHIA ORCHESTRA TO REACH NEW ONLINE CONSUMERS THROUGH DISTRIBUTION DEAL WITH IODA

Numerous recent and archival recordings by the Orchestra will now be available on iTunes®, Amazon, Rhapsody, eMusic, and HDtracks, among others

(Philadelphia, January 28, 2010) – The Philadelphia Orchestra today announced that it has formed a new distribution partnership with IODA, the global leader in digital distribution, marketing, and technology solutions for the independent music industry. As a result of this new partnership, recent live recordings by the Orchestra, previously available exclusively through www.thephiladelphiaorchestra.com, will now reach millions of new consumers through popular digital music services such as iTunes, Amazon, Rhapsody, eMusic, and HDtracks, among others.

Recordings will be released both as high-quality 256 kbps MP3s through most retailers and in FLAC, a lossless format preferred by audiophiles, by HDtracks. Recent recordings with Philadelphia Orchestra Chief Conductor Charles Dutoit will be among those made available through the major digital music services for the first time. Consumers will also enjoy all new companion booklets featuring artist biographies and program notes.

“Our new distribution deal with IODA brings much greater visibility to the artistry of The Philadelphia Orchestra,” said Philadelphia Orchestra Vice President for Artistic Planning Jeremy Rothman. “By making our recent live recordings available through major digital music retailers we can reach a much broader audience and showcase performances of this great orchestra.”

The Philadelphia Orchestra boasts an extraordinary record of historic media firsts. Among these, it was the first symphonic orchestra to make electrical recordings (1925), the first to perform its own commercially sponsored radio broadcast (1929), the first to perform on the soundtrack of a feature film (Paramount's *The Big Broadcast of 1937*), the first to appear on a national television broadcast (1948), the first American orchestra to record the complete Beethoven symphonies on compact disc (1988), the first major orchestra to give a live cybercast on the internet (1997), and the first major American orchestra to offer consumers the opportunity to download recent and archival music directly through its own online music store (2006).

IODA, the Independent Online Distribution Alliance, is one of the industry-leading digital distribution companies for the global independent music and video community. IODA provides comprehensive services to record labels, physical distributors, artists, and filmmakers, including license negotiations; media encoding and metadata management; royalty payment administration and reporting; and marketing and promotional support. Founded in 2003, IODA represents a rapidly expanding roster of more than two million music tracks and over 5,000 independent film and video titles. IODA distributes its music and video catalog to hundreds of digital storefronts worldwide, including all major digital music services like iTunes®, Amazon MP3 and MySpace Music and mobile carriers and outlets such as Verizon Wireless, Sprint and Nokia. The company's website is www.iodalliance.com.

The Philadelphia Orchestra

Founded in 1900, The Philadelphia Orchestra has distinguished itself as one of the leading orchestras in the world through a century of acclaimed performances, historic international tours, best-selling recordings, and its unprecedented record of innovation in recording technologies and outreach. The Orchestra has maintained unity in artistic leadership with only seven music directors throughout its history: Fritz Scheel (1900-07), Carl Pohlig (1907-12), Leopold Stokowski (1912-41), Eugene Ormandy (1936-80), Riccardo Muti (1980-92), Wolfgang Sawallisch (1993-2003), and Christoph Eschenbach (2003-08).

This rich tradition is carried on by Chief Conductor Charles Dutoit. Mr. Dutoit has a long-standing relationship with the Orchestra, having made his debut with the ensemble in 1980. Highlights of his second season include performances of Berlioz's *Te Deum* and *Symphonie fantastique*, part of Mr. Dutoit's four-year focus on the works of that composer, and a celebration of the 100th anniversary of Samuel Barber's birthday. During his tenure, Mr. Dutoit will also showcase the music of the Ballets Russes, continuing in the 2009-10 season with performances of Stravinsky's *Petrushka* and *The Rite of Spring*.

The Philadelphia Orchestra annually touches the lives of more than one million music lovers worldwide through its performances, publications, recordings, and broadcasts. Each year the Orchestra presents a subscription season in Philadelphia, education and community partnership programs, regular appearances at Carnegie Hall and the Kennedy Center, and a three-week tour. Its summer schedule includes performances at Philadelphia's Mann Center for the Performing Arts, free Neighborhood Concerts, and residencies at the Bravo! Vail Valley Music Festival and the Saratoga Performing Arts Center.

For more information on The Philadelphia Orchestra, please visit www.philorch.org.

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