

APRIL 2010

2009 EXCELLENCE AWARDS

Each year, MakeMusic awards two international distributors with an "Excellence Award" based on distributor performance for the previous year.

Most Successful Distributor – Awarded to Sweden MIDI Music, Sweden

Winning the "Most Successful Distributor" award for the second time in four years, Carl Melin and the team at Sweden MIDI Music produced another outstanding year for Finale products.

Carl Melin, President of Sweden MIDI Music, says this about their continuous success. *"Actually, there are a number of key ingredients that contribute to sustained success. These include Swedish translated products (Finale and PrintMusic), continuous contact with our customers through both e-mail and direct mail, advertising in a variety of magazines targeting a wide-range of music sectors, our commitment to great customer service and technical support, and the longevity of our company (23 years). People in Sweden know us as the company for music notation."*

Largest Sales Growth – Awarded to AutoSoft, Hong Kong

Congratulations to the team at **AutoSoft** in Hong Kong. Their hard work in 2009 led them to a sales increase of more than 500% over 2008.

When asked about the key to their success in 2009, Andy Lo of **AutoSoft** said this, *"We increased our marketing efforts significantly, and it really paid off. Moreover, MakeMusic notation products are so great! Whether your customer is a professional musician, music teacher, student, or hobbyist, there is a product to fit their needs. MakeMusic's products offer solutions for all user levels, from beginner to professional; that's why they are the #1 market leader."*

Sincerely,
The Finale Sales Team

Roger Williams
Dan Rhinhart
Jessica Skaalerud