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**NAMM, THE INTERNATIONAL MUSIC PRODUCTS ASSOCIATION, PARTNERS AGAIN WITH
FORTUNE MAGAZINE AND THE ROCK AND ROLL HALL OF FAME MUSEUM FOR SIXTH ANNUAL
FORTUNE BATTLE OF THE CORPORATE BANDS**

CARLSBAD, Calif., March 8, 2006 —NAMM, the International Music Products Association, today announced that the organization will partner for the second consecutive year with *FORTUNE* magazine and The Rock and Roll Hall of Fame and Museum for the Sixth Annual "FORTUNE Battle of the Corporate Bands." The FORTUNE Battle of The Corporate Bands is a celebration of musicians with day jobs.

Submissions to last year's "FORTUNE Battle of the Corporate Bands" increased 140 percent over the previous year, reflecting the growing interest in music making by baby boomers. Participants ranged from CEOs in executive suites to men and women starting out in mail rooms. NAMM's goal is to grow this already spectacular event that reaches adult music makers between the ages of 35 and 60. According to Gallup, nearly one quarter of all people who play a musical instrument are in this demographic, which the U.S. Census estimates at approximately 112 million people.

Taking advantage of its international infrastructure, NAMM will work with its Members to reach out into local communities to increase awareness of the proven benefits of Recreational Music Making. Compelling scientific findings link active music making to measurable improvements in health and wellness. In addition, music making helps reduce stress and anxiety. Statistics, research and results of scientific studies about the multiple benefits of music making are available at www.namm.org.

"Corporate America is now embracing music making as never before to help keep employees motivated, relaxed and more productive," said Joe Lamond, president and CEO, NAMM. "This contest puts the rock star spotlight on hundreds of recreational music makers who just so happen also to be executives in some of this country's largest corporations, and the truth is it's just the tip of the iceberg. There are millions of older adults coming back to music for its health and wellness benefits, and because it's fun."

Submissions for the 6th Annual FORTUNE Battle of the Corporate Bands are currently being accepted. Information and entry details are online at www.namm.org/fortunebandbattle. As in previous years, once the three-song CD submissions have been reviewed, regional qualifier "battles" will be organized in major U.S. cities to select the eight finalists. The finals will be held the weekend of October 6-7, 2006 at the Rock and Roll Hall of Fame and Museum in Cleveland.

Some past participants include bands from Lehman Brothers, Nextel, Quicken Loans, Renal Care Group, Salt River Project, and Texas Instruments among others. Among many other items, the grand prize winners receive an all-expense paid trip to the world-famous NAMM show with the 2005 winners, "PANTS," from McKinney, attending and performing at the NAMM Summer Session in Austin, Texas in July.

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About *FORTUNE*:

FORTUNE, the leading biweekly business magazine, is known for its unrivaled access to industry leaders and decision makers throughout the world. *FORTUNE*'s annual ranking of the 500 largest corporations, the *FORTUNE* 500 is the ultimate benchmark of business success. Founded in 1930, *FORTUNE* has grown to a worldwide circulation of more than 1 million and a worldwide readership of nearly 5 million. The Web site, www.fortune.com, which averages 10 million page views per month, keeps visitors ahead of the business curve by providing up-to-the-minute information and analysis of the people and trends driving business innovation. The *FORTUNE* Conference Division extends the magazine's editorial mission into live settings, hosting a wide range of annual conferences for top-level executives, including the *FORTUNE* Global Forum, the *FORTUNE* Innovation Forum, and the Most Powerful Women Summit. *FORTUNE*, along with The *FORTUNE*/Money Group at Time, Inc., a division of Time Warner, is comprised of FSB: *FORTUNE* Small Business, Money, Business 2.0, and the Web site CNMoney.com.

About the Rock and Roll Hall of Fame and Museum

The Rock and Roll Hall of Fame and Museum is the nonprofit organization responsible for telling the world the story of rock and roll music and the social significance of the art form. The Museum carries out this mission through the operation of a world-class museum, educational programs, library and archives and through its efforts to preserve, exhibit and interpret this art form.

The Museum is open seven days a week from 10 a.m. to 5:30 p.m. On Wednesdays the Museum is open until 9 p.m. Museum admission is \$20 for adults, \$14 for seniors (60+), \$11 for children (9-12) and children 8 and under and Museum members are free. For more information call 216.781.ROCK or visit www.rockhall.com.

About NAMM

The International Music Products Association, 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 \$16 billion global 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, interested parties can visit www.namm.com or call 800-767-NAMM (6266).