



FOR IMMEDIATE RELEASE:

Contact:  
Randall Foster  
Naxos of America, Inc.  
615-465-3819  
rfoster@naxosusa.com  
www.Naxos.com

## **Great Naxos Music Titles Now Available on the Playaway format- Enjoying Classical Music on the Go Has Never Been So Easy**

Franklin, TN 9/12/08 — Naxos of America, Inc. in conjunction with Findaway World, LLC, the creators of the ever-popular Playaway® pre-loaded portable digital audio player are thrilled to announce the launch of the first music collections on Playaway from Naxos, the World's Leading Classical Record Label.

The initial launch includes five titles including "The Best of Beethoven", "The Best of Bach", "The Best of Mozart", "The Best of Brahms" as well as "A-Z of Classical Music." All of the above recordings feature world-class performances of some of the greatest music ever composed. The collections are equally suited for the avid Classical fan or simply the casual listener and all are available in an easy to operate, mobile device that can be listened to at home or on the go. Titles can be purchased individually or as a featured collection from [www.playaway.com](http://www.playaway.com) and other fine retailers.

For additional information or a sample copy, Contact: Caroline Barni at Playaway  
cbarni@playawaydigital.com

### **ABOUT NAXOS AND NAXOS OF AMERICA**

Since 1987, Naxos has redefined the presentation and marketing of classical music. The innovative strategy of recording exciting new repertoire with exceptional talent has enabled the label to develop one of the largest and fastest-growing catalogues of unduplicated repertoire available anywhere—currently over 3,500 active titles—with state-of-the-art sound and the consumer-friendly price of \$8.99 per CD.

The #1 independent classical music distributor in the U.S., Naxos of America, Inc. is the exclusive American distributor for Naxos, Marco Polo, Medici Arts (Idéale Audience, EuroArts DVD, Juxtapositions; Medici Masters), Naïve Classique, Arthaus Musik DVD (TDK), ATMA Classique, Chandos, CPO, Dacapo, Canary Classics, CBC Records, Christopher Nupen Films, early-music.com, First Edition, Glyndebourne, PentaTone, Artek, Andante, Profil, London Philharmonic Orchestra, ERM Media, Klavier, MN Records, Opus Arte, Storyville Films, Tony Palmer Films, Naxos World, Naxos AudioBooks, and Amadis record labels.

Naxos of America has two offices: a central headquarters in Franklin, Tennessee and a publicity office in New York City. Naxos of America is owned by the North American Classical Company, a wholly-owned subsidiary of Naxos Global Distribution.

-more-

## **ABOUT THE PLAYAWAY FORMAT**

Playaway is the simplest way to listen to digital content on the go. It comes with the audio content already pre-loaded on it and a battery to make it play. Simply plug in earbuds and enjoy. Each Playaway weighs only two ounces and has a universal jack.

## **PLAYAWAY IS MADE POSSIBLE BY FINDAWAY WORLD**

Findaway World, a privately held company based in Cleveland, Ohio, is dedicated to delivering simple and immediate access to content consumer's wants or needs. Their flagship product, Playaway, is the first digital audio player of its kind, coming pre-loaded with premier content from leading publishers, authors, record labels, and artists. Learn more about the company and the product at [www.playaway.com](http://www.playaway.com)

# # #