



IK Multimedia Production Srl

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FOR IMMEDIATE RELEASE

IK Multimedia Announces Software Partnership with SAE Institute Campuses in USA

*Leading audio school offers students IK's Total Studio Bundle 2
for Audio Diploma Certificate Courses*

May 2009, Modena, Italy – IK Multimedia is pleased to announce a new strategic software alliance with SAE Institute in the U.S. Now SAE audio school students who begin the Audio Diploma course in July 2009 at any SAE Institute campus in the US will receive IK Multimedia's Total Studio 2 Bundle as part of the Laptop Production Package at **no additional cost** to their regular package price.

The 12 included software programs in IK's Total Studio Bundle 2 will greatly enhance the production and processing ability of the current SAE recording, sequencing and mixing bundle. SAE's students now have access to IK's award winning virtual instrument and FX plug-ins, including award-winning T-RackS 3 Mastering and Mixing software, and most of IK's "Powered by SampleTank and "Powered by AmpliTube" products.

Udo Hoppenworth, Director of SAE US Operations remarked on the partnership, "That SAE institute and IK Multimedia have partnered to offer our students this level of processing as part of our Production Package is definitely exciting. IK has held many seminars and User Group meetings at all of our US campuses. This new software addition is really going to extend how we work together in advancing the tools we have to educate our students. To mark the occasion, we've decided to maintain the current package price, so the Diploma classes starting in July will be getting Total Studio 2 at no extra cost."

IK Multimedia US Managing Director, Gary Kerzner said, "To have the opportunity to work with SAE and provide an award-winning software bundle to audio students at the start of training for their professional music career is exciting! We are honored to be working with SAE, and look forward to being an integral partner enhancing the future of music education for these students and the growing community of audio professionals."

Kicking off the announcement of this new partnership, IK Multimedia will be joining SAE at select Open Houses, Demos, and Studio Tours, starting with dates in the following cities:
May 30th, 2-5PM: Atlanta, Los Angeles, Miami, Nashville, and San Francisco
May 31st, 2-5PM: New York City

For more information about IK Multimedia's award-winning music production products, please visit: <http://www.ikmultimedia.com>

For more information about SAE Audio Diploma courses, Open Houses and certificate programs, please visit: www.sae.edu

Warm regards,

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IK Multimedia. Musicians First.

About IK Multimedia: IK Multimedia is a computer music technology company that offers a diverse range of affordable and easy-to-use music production tools with great sound quality and a realistic look and feel. With over one million installations worldwide, the IK range has been adopted by musicians of every level, from beginners to professionals, to gain access to high-end, studio-quality gear from their computers. Total Studio Bundle™, SampleTank®, AmpliTube® and T-RackS® are registered trademarks, or trademarked property of IK Multimedia. All other trademarks are property of their respective owners.

About SAE Institute of Technology: Headquartered in Oxford, England, SAE Institute is the world's first and largest network of audio, film and multimedia education and training centers. SAE is affiliated with Middlesex University (England), Southern Cross University (Australia) and Southern Institute of Technology (New Zealand). The Institute operates over 50 campuses in more than 24 countries on four continents; it offers diploma and full degree programs (degree programs offered in EU and AU) in audio, multimedia, digital filmmaking, animation and gaming. SAE is part of the SAE Technology Group, which also owns and operates Studios 301 (with locations in Sydney and Byron Bay, Australia, Cologne, Germany, Studios 301 is a collective group of state-of-the-art recording and mastering facilities), the Computer Graphics College, and QANTM.