

Neotrope and Music Computing Partner to Help Indie Musicians Raise Awareness to Online Media and Social Networks

AUSTIN, Texas, Feb. 9 (SEND2PRESS NEWSWIRE) – Music Computing today announced a strategic partnership with California-based PR and brand marketing company, Neotrope® to launch a program to help promote indie bands and musicians who purchase Music Computing's products during 2011.

As part of this partnership, customers who purchase Music Computing products including their iKeyDOCK™ system compatible with Apple MacBook Pro notebooks and Windows 7 PCs, StudioBLADE™ music keyboard instruments, MotionCOMMAND™ LCD touch panels for multimedia, and CoreMC™ high-performance computers, will also receive free online promotion through Neotrope's Send2Press® Newswire service.

Additionally, customers will be featured on MusicIndustryNewswire.com as well as numerous online media and social network portals worldwide.

"We've been working with Neotrope to help build our own brand," said Music Computing's founder and CEO, Victor Wong. "And our customers can now also benefit from this same expertise to help promote their band, album, website, concert tour, or whatever. Simply by purchasing a Music Computing product, they get free publicity with the help of a 30 year old marketing company."

"I've been a fan of Victor's for many years," said Neotrope® founder and CEO, Christopher L. Simmons, a member of ASCAP and PRSA. "His various ventures over the years in both the technology and music industry have been both innovative and notable. With this new partnership we will begin to find interesting ways to align our various music industry capabilities to benefit indie bands and artists."

Offer is valid on purchases of new hardware products from Music Computing from Feb. 10 through Dec. 1, 2011 and has approximate retail value of \$90. Proof of purchase required and free service must be used in 2011. Service may be exchanged for discount on higher level premium services. Additional terms/conditions of offer provided to customer on delivery of MC product(s).

About Music Computing, Inc.:

A fully U.S. based company with local just-in-time (JIT) manufacturing capability, Music Computing designs, develops, and supports its products in-house. Products can typically ship within 7 days of an order being placed.

Victor Wong, with more than 20 years of industry expertise, brings his computer music and electronics design and development prowess to Music Computing, Inc. His mission for the company is to invent new technologies and

to integrate them with proven standards leading to the best possible instruments for musicians, educators, and studios. For more information, visit: www.MusicComputing.com .

About Neotrope:

Since 1983 Neotrope® has delivered services to raise organization awareness including brand identity, marketing, public relations (PR), and SEO services. Neotrope is also an entertainment publishing company involved in books, music, software, and online portals. The company pioneered the concept of search optimization of press release content back in 1997. Neotrope was an INC. 5000 company in 2009. More information: www.Neotrope.com .

About Send2Press:

Send2Press® (a service of Neotrope) offers best-in-class affordable Direct-to-Editors™ news distribution to working print and broadcast media, online and social media, and deep into search engines using proprietary Neotrope ContextEngine™ technology. Send2Press is unique because it was the first newswire service with staff entirely comprised of accredited public relations professionals, published authors, working journalists, and marketing experts. Learn more about Send2Press at www.Send2Press.com .

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