



PRESS RELEASE

RELAUNCH of the WISSELOORD STUDIOS in HILVERSUM, THE NETHERLANDS at the AES in San Francisco, at 18.00 hrs, on the 5th of November 2010

Q:

What do you do when the most loved, historical, world renowned, largest studio complex in Europe closes her doors?

A:

You can lament about the loss, or you can act upon it.

And the latter is exactly what we did.

'We' are the new creative team that combines love for music with a totally unorthodox business approach. A sound business approach.

We made a plan, we got the word out and the rest is history, as they say.

Reopening Wisseloord Studios has stirred enthusiasm and excitement. Not just in us, but the top of the industry shares our ideas and determination too. As do artists, producers, engineers and managers. The Wisseloord Family is now a fact. Our enabling partners, friends for us, supply the tools needed to deliver the best results. Results that will put Wisseloord again where it once was: at the very top. Our partners are 6 key industry players who will participate in this joint press event: API, Prism Sound, PMC, AVID (Euphonix), SPL and EgglestonWorks.

In the music industry details matter

We have known and worked with each other for many years and share the same perspective on how the music industry should be, and therefore could be. Noticing that part of the industry is unable to reinvent itself and therefore cannot live up to the demands and answers to changes, was the start of the event we now present to you today. We formed a new business, based upon our team, our beliefs, our values and upon a new business concept that will allow us to offer the market the best there is. Despite the doom and gloom that some people spread, music is not dead at all. Music is very much alive. But to keep it alive, the devil is in the details. Therefore creativity throughout the chain is a must. From the original artistic idea, through concept and format development, to marketing,


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promotion and value realization. We *need* to be creative in how we create entertainment, get it out to the fans, but also in business concepts to make the music industry here to stay.

It is all about the music and the people involved

We need to go back to basics, but with all knowhow, possibilities and technology that exist today and tomorrow, in order to make great music. We will help artists to turn their ideas into something even more desirable. Artists we see as creative partners, who we can help by managing and executing the process, so they can do what they do best. We will get the music to the fans via every stream possible, from BD to I-things and TV too. Our aim is to be able to serve them all. We intend to make a living for all people participating, from artist to provider, so we can all benefit and continue to invest in the creation of new music.

Stuff dreams are made off

To fulfill a dream the fundamentals should be safe and sound. We built a great team that is focused on adding the maximum creative value to projects. In the most cost effective ways possible. We will use a new business model, One Stop Shop, multiple business lines, servicing multiple customer streams, from BD to Broadcast. I.e. maximum value for money. But to achieve this all we also need the best tools and equipment money can buy, hence our friends at this event. We are most grateful. But, to turn our dreams into reality, we needed a home. What better place could there possibly be than Wisseloord? So we became the new custodians of this historical studio (Polydor, PolyGram, and Universal). Wisseloord provides the much loved acoustic and creative vibe. We keep the best parts and bring the rest up to par; future proof! However, we will hang on to certain things that seem to be old fashioned nowadays. Things that tend to get lost in reorganizations: a high service and value concept, treating people in a decent way as we ourselves would like to be treated, respect, trust and behaving honorably. We intend to make those values our norm in our business.

The Team, the Family and the Plan

The Team

We the team consists of Ronald Prent, Darcy Proper and Paul Reynolds. The team will be extended with professionals from the industry, but for obvious reasons their names cannot yet be released. On our temporary website you can read bios. Ronald is the founding father, takes care of the studio concept, operations and creative issues like remixing and recording. He is also responsible for the



technical design of the studio and the equipment selection. He jointly runs the business with Paul Reynolds. Darcy is responsible for our Mastering business, defining the way it operates and joins Ronald in decisions about technical and equipment aspects. She soon will be joined by other top mastering engineers who will have input in their own rooms. Paul will guard the business aspects and handles project developments.

The Family

We want Wisseloord to become a family of creative people and organizations, which share the same values and beliefs. And it is already visible: the Creative Community of artists, engineers, producers and managers and the Enabling Community that supports us and strengthens us; the companies above mentioned that join us in our AES launch.

The Plan

The whole renovation and rebuilding process will take 7 months. The existing equipment is being removed from the studios as we speak, and stripping starts in a few weeks. There needs to be a fundamental rebuild of mastering and control rooms to bring them up to surround and future format standards. The recording rooms will be enhanced but we will preserve their essential character; the so much loved and appraised acoustics and vibes. They are sort of sacred to us. And to many other people.

Our hopes

We hope that you will follow this unique project and with it the rebirth of Wisseloord. We will document the progress on our temporary website www.wisseloord.nl. But, you are most welcome to drop in and have a look around yourself. We sincerely hope you find this news worthy of attention. For us, it is life changing.

With our deepest thanks and regards,

Ronald, Darcy, Paul and all other of the Wisseloord team.