



**FOR IMMEDIATE RELEASE**

## **MakeMusic Joins Peaksware**

**Company to remain focused on music technology while driving innovation through shared strategic vision, infrastructure and best practices.**

**Minneapolis, MN** – August 6, 2014 – MakeMusic, Inc. announced today that they will join the umbrella company Peaksware, Inc. owned by LaunchEquity Partners, the same investment company who took MakeMusic private in 2013. MakeMusic joins TrainingPeaks, another brand already under the leadership of the Peaksware team. Each brand will remain focused solely on their respective markets of music technology and endurance training, continuing their long histories as industry leading brands.

Through a unique approach to deliberate practice, each brand within Peaksware develops software solutions and provides services to help guide people along their own journey of improvement and skill development. Whether completing a triathlon, learning a musical instrument or composing a symphony, the same strategy applies: set a specific goal, get expert instruction, perform focused practice and receive immediate feedback. This shared approach is the common thread connecting the brands.

Peaksware's CEO Gear Fisher and his executive team will assume the leadership of MakeMusic immediately. Current MakeMusic CEO, Karen VanDerBosch and the rest of her executive team will assist with the transition. By joining Peaksware, MakeMusic will share best practices and gain operational efficiencies with the other brands within a larger umbrella corporation. The increased scale of the combined organization will enable additional investment and innovation.

"Our vision is to provide the platforms by which performers and instructors can work to perfect their crafts. Both TrainingPeaks and MakeMusic have already helped countless people achieve mastery. Working together under the Peaksware umbrella, they will be able to reach even more" said Andy Stephens, Chairman of both MakeMusic and Peaksware.

"Whether it's coaches and athletes, teachers and students, or composers and musicians, we're pioneering software platforms that help people reach their potential across sport, music and beyond" said Mr. Fisher. "Our vision is broad, but it's based on a core strategy that we've honed over the years at TrainingPeaks, and it will be the cornerstone on which we build a great organization."

### **Contacts:**

Gear Fisher  
Chief Executive Officer, Peaksware  
970.988.2160  
[gear@peaksware.com](mailto:gear@peaksware.com)

Jeremy Duerksen  
Chief Marketing Officer, Peaksware  
303-437-9652  
[jeremy@peaksware.com](mailto:jeremy@peaksware.com)

### **About MakeMusic**

MakeMusic®, Inc. is a world leader in music technology whose mission is to develop and market solutions that transform how music is composed, taught, learned, and performed. For 25 years, Finale® has been the industry standard in music notation software, enabling musicians worldwide to create, edit, audition, print, and publish musical scores. MakeMusic's SmartMusic® interactive music learning software transforms the way students practice. With an online library of thousands of band, orchestra, and vocal pieces, students practice with background accompaniment and receive immediate feedback on their performance. Teachers leverage SmartMusic to individualize instruction and document the progress of every student. MakeMusic mobile apps include Finale Songbook® and SmartMusic on iPad®. MakeMusic is also the creator of Garritan® sound libraries, providing state-of-the-art virtual instruments with the playback quality of a live performance, and MusicXML™, the internet-friendly way to publish musical scores, distribute interactive sheet music, and share music notation with a wide variety of software programs. Additional information can be found at [www.makemusic.com](http://www.makemusic.com).

### **About Peaksware**

Peaksware brings together industry leading brands to help guide people along their journey of improvement through a unique approach to deliberate practice. Additional information can be found at [www.peaksware.com](http://www.peaksware.com).

####