



SONY MUSIC

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LANG LANG SIGNS EXCLUSIVE CONTRACT WITH SONY MUSIC ENTERTAINMENT

(New York – February 12, 2010) Sony Music Entertainment is delighted to announce a comprehensive long-term music and media agreement with internationally celebrated pianist Lang Lang.

Lang Lang's first album on Sony Classical will feature a live recording of Lang Lang's upcoming recital at Vienna's legendary Musikverein. The performance will also be made available in high definition video on the Blu-ray format.

This deal expands Sony's existing relationship with the artist whereby Lang Lang serves as a worldwide brand ambassador to Sony Group. In addition to music albums, Sony will collaborate with Lang Lang on a number of other projects showcasing cutting edge technologies, exploring opportunities for 3D video and web-based music education initiatives.

"I enjoy the innovative and creative energy of Sony", says Lang Lang. "They are not just looking into the future, they are shaping it, and I am thrilled to be a part of this exciting process. We share a vision. This is why our relationship is not just about making great recordings; it's also about technology and its future."

Sir Howard Stringer, Chairman, CEO and President, Sony Corporation, said: "Lang Lang is one of the most passionate, dynamic and gifted artists in the world today. We are thrilled to welcome his enormous talent and global appeal not only to Sony Music, but to the entire Sony family. We look forward to collaborating with Lang Lang to create innovative and unique entertainment experiences utilizing his musical genius and technical savvy."

Rolf Schmidt-Holtz, CEO of Sony Music Entertainment, said: "It gives me great pleasure to welcome Lang Lang to our distinguished roster of classical artists. We are committed to working closely with him on many aspects of his outstanding career, which we are proud to say includes educational and philanthropic activities. Signing an artist as important and multi-dimensional as Lang Lang is exciting for me as a fan. For Sony Music, it is another significant step as we continue to focus on growing our Classical business."

Bogdan Roscic, President of Sony Classical, said: "I have had the pleasure of working with Lang Lang in the past, and already from the very beginning of his career, he showed a level of passion for recordings, media and new technology that's quite unusual in our business. That open-mindedness has made him one of the most important ambassadors for the art form itself, bringing classical music to audiences which musical gifts alone, even as prodigious as his, could not reach in today's culture. We are all very excited about writing the next chapter of this story with him."

The synergy between Sony and Lang Lang is also apparent in their immediate response to the devastating earthquake in Haiti. Both the artist and the company have announced their decisions to donate much-needed funds towards UNICEF's long-term relief effort. On Sunday, March 21, Lang Lang, who has been a UNICEF Global Goodwill Ambassador since 2006, will perform at Carnegie Hall with Maestro Christoph Eschenbach and the Schleswig-Holstein Festival Orchestra in a UNICEF benefit concert. In support of this initiative, Sony Classical will release a recording of Frédéric Chopin: Polonaise in A-flat Major No. 6 Op. 53 "Heroic," as an exclusive iTunes download, in tribute to the heroes working to alleviate the devastation of the earthquake in Haiti. All proceeds from the recording and concert, as well as Lang Lang's fee, will be donated to the US Fund for UNICEF.

Lang Lang bio

Heralded as the "hottest artist on the classical music planet" by the *New York Times*, 27-year-old Lang Lang continues to play sold out recitals and concerts in every major city in the world and is the first Chinese pianist to be engaged by the Berlin Philharmonic, the Vienna Philharmonic and the top American orchestras.

Lang Lang began playing piano at the age of 3; by the age of 5 he had won the Shenyang competition and had given his first public recital. After entering Beijing's Central Music Conservatory at age 9, he won first prize at the Tchaikovsky International Young Musicians Competition and played the complete 24 Chopin Études at the Beijing Concert Hall at age 13. Lang Lang's break into stardom came at age 17 when he was called upon for a dramatic last-minute substitution at the "Gala of the Century," playing the Tchaikovsky concerto with the Chicago Symphony Orchestra.

Lang Lang's success has catapulted him into the world spotlight. In 2008, Lang Lang was featured in concert with jazz pianist Herbie Hancock at the 50th Annual Grammy Awards, and was a featured performer at the Opening Ceremonies of the 2008 Beijing Olympics. In 2009, Lang Lang appeared in the *Time's* annual list of the 100 Most Influential People in the World. Most recently, Lang Lang has been chosen as an official worldwide ambassador for the 2010 Shanghai Expo.

Lang Lang is seen as a symbol of the youth and future of China, and is an inspiration to the 40 million classical piano students there. Therefore, Lang Lang has made it his mission to broaden the reach of classical music around the world, with a focus on children. In 2004 he was appointed an International Goodwill Ambassador for the United Nations Children Fund (UNICEF). In 2008, the Lang Lang International Music Foundation was founded with the goal of expanding young audiences and inspiring the next generation of musicians through outreach programs.

For more information on Lang Lang visit www.langlang.com

About Sony Music Entertainment

Sony Music Entertainment is a global recorded music company with a roster of current artists that includes a broad array of both local artists and international superstars. The company boasts a vast catalog that comprises some of the most important recordings in history. It is home to premier record labels representing music from every genre, including American Recordings, Arista Nashville, Arista Records, Aware, Battery Records, Beach Street Records, Black Seal, BNA Records, Cinematic, Columbia Nashville, Columbia Records, Epic Records, Essential Records, Flicker Records, Fo-Yo Soul, GospoCentric, Hitz Committee Entertainment, J Records, Jive Records, LaFace Records, Legacy Recordings, Masterworks, Polo Grounds, RCA Records, RCA Nashville, RCA Red Seal, RCA Victor, Reunion Records, Slightly Dangerous, Sony Classical, Sony Music Latin, Star Time International, Verity Records and Volcano Entertainment. Sony Music Entertainment is a wholly owned subsidiary of Sony Corporation of America.

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