

ABRSM and Boosey & Hawkes announce the expansion of ABRSM's online music shop

Online partnership creates new service for music teachers and students

ABRSM, the world's leading authority on musical assessment, and Boosey & Hawkes (B&H), the largest specialist classical music publishing company in the world, announce that ABRSM's online music shop, www.abrsm.org/shop, will expand and re-launch from today (1 November).

This online partnership has created a service that will better support music teachers and students throughout the world by including all music – from all publishers – and support materials related to ABRSM's graded music exams.

Helping teachers and students

To help teachers and students quickly find the music they are looking for, the new service incorporates B&H's syllabus selector, which corresponds directly with ABRSM's syllabuses. ABRSM's re-launched shop will use the B&H e-commerce platform and Music Exchange fulfilment infrastructure that support The Shop at Boosey.com's online and mail order operations.

ABRSM has made its own publications available to teachers and students via its website since 2002. This new service is a natural expansion of that site, aimed at helping teachers and students throughout the world who do not have access to a local music shop, and therefore experience difficulty obtaining ABRSM syllabus-selected titles from some publishers.

Boosey & Hawkes is a leading provider of services for the music community, with a retailing history stretching from 1792, when its first shop opened, to today's cutting-edge online shopping technology. The development of The Shop at Boosey.com since 2004 has witnessed a strategic move from bricks and mortar to online operations. The inventory now features music

Press release
1 November 2010



from all publishers with over 120,000 products, including the 4,000 specially selected to appear in the ABRSM online music shop.

Specialist focus and support

Leslie East, ABRSM Executive Director: Syllabus and Publishing, noted: *'We are always working to provide the best possible service and support to the music teachers and students who use our exams, and making all syllabus-selected music available to those who don't have access to local music shops is the principal aim for our re-launched shop. We have been delighted to collaborate with Boosey & Hawkes in order to provide a much-enhanced online shop for our teachers and students worldwide.'*

John Minch, Boosey & Hawkes Chief Executive, said: *'The success of The Shop at Boosey.com has seen income double over the last two years and regular customers grow to 60,000, attracted by our trusted brand, the range of our shop's inventory, and the depth of product information. Our specialist focus on classical and educational music has made a partnership with ABRSM particularly attractive for both of us. We have a number of partners now who share our e-commerce platform, and this new initiative with ABRSM is a huge next step. We offer a shop designed to fit into a partner's website and our syllabus selector provides a one-stop shop for ABRSM's teachers and students worldwide, especially those who have little or no access to retail outlets in the 90+ countries in which ABRSM operates its exams. I am delighted to launch this partnership between two of the great names in music publishing.'*

ENDS

For further press information, please contact:

David Smith, Communications Executive, ABRSM
T +44 (0)20 7467 8988
E dsmith@abrs.ac.uk
www.abrs.ac.uk/press

David Allenby, Head of Publicity and Marketing, Boosey & Hawkes
T +44 (0)20 7054 7253
E david.allenby@boosey.com
www.boosey.com