

Boosey & Hawkes Music Publishers Limited

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boosey**tones**

## Classical ringtones for the discerning phone

[www.booseytones.com](http://www.booseytones.com)

### **Booseytones launch** 300 classical True Tones

Boosey & Hawkes is pleased to announce the official launch of Booseytones, a new website offering "classical ringtones for the discerning phone". With over 300 True Tones – of audio quality – this is the largest collection of high-definition classical ringtones on the web.

from Bach to Stravinsky

In addition to a carefully-chosen selection of excerpts from the B&H catalogue – including such favourites as Adams, Bernstein, Britten, Copland, Rachmaninoff, Reich and Stravinsky – the new website offers a wide range of popular classics from Bach to Tchaikovsky, and music familiar from TV, radio and film. The site also offers wallpaper images of composers for the mobile phone window, and selected downloads of music recordings.

Prokofieff, Copland and  
Adams top favourites

Since the soft launch of Booseytones in July, the most popular ringtones are Prokofieff's *Dance of the Knights from Romeo and Juliet*, Copland's *Fanfare for the Common Man* and John Adams's *Short Ride in a Fast Machine*. The top ten also includes 20<sup>th</sup> century and contemporary works by Britten, Stravinsky and Elena Kats-Chernin, whose *Ragtime & Blues* CD has been a hit with Classic FM listeners.

### **Booseytones alliances** Mozart for ENO Reich at Euston Station Archers theme for fan club

Booseytones is providing ringtone services to a variety of third party organisations. A successful ringtone offer for Daily Telegraph readers appeared in the newspaper on 8 September, and specially tailored selections are being offered to English National Opera subscribers and to The Archers fan club. Collaborations with record companies include ringtones from Signum's new CD of Steve Reich's *Different Trains*, being launched at Euston Station on Monday 19 September.

How to download from  
Booseytones

Downloading a ringtone is simple. From the attractive and user-friendly Booseytones site, the user can preview for free before purchase, and the ringtones are delivered around the globe within four minutes. Unlike many services there is no confusing subscription element. Booseytones are supplied for unlimited use for a one-off payment.

High quality True Tones are now available to 1900 different models of phone. For the technically challenged, the new website includes full support and FAQs, including a helpful illustrated guide to downloading.

boosey.com online shop

Booseytones is a new addition to B&H's established online retail offering, serving 80,000 customers globally: **[www.boosey.com/shop](http://www.boosey.com/shop)** features over 75,000 products from music publishers around the world.

For further information visit **[www.booseytones.com](http://www.booseytones.com)** or contact **Natasha Baldwin** (Head of Consultancy): [natasha.baldwin@boosey.com](mailto:natasha.baldwin@boosey.com) or tel: 020 7054 7245

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