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NEW TRINITY BAROQUE TO ISSUE A NEW CD AND BEGINS DIGITAL DISTRIBUTION OF ITS RECORDINGS

Atlanta's early music group joins iTunes, Rhapsody, and more!

(Atlanta – Wednesday, January 31, 2007) – New Trinity Baroque, Atlanta's leading early music ensemble & orchestra, will soon offer its recordings to the internet's large digital distribution family. The group, which has been recognized by the critics for its exciting performing style, will join many other artists and ensembles in iTunes, Rhapsody and other internet-based music stores, offering its recordings for "on demand" download. This initiative promises further expansion of their listeners' base, as well as an additional stream of revenue to support its mission.

This announcement comes as a part of New Trinity Baroque's plan to record most of its 2006/07 season's projects for future commercial CD releases. Two projects (music by Mozart and Bach) have already been recorded, and the plans are in place for recording two more projects by the end of the season. This plan comes from NTB's Artistic director's, Predrag Gosta's, initiative to increase the ensemble's presence in the community through not only offering high quality concerts, but also increasing its discography with three more new CD recordings by the end of 2007.

Beside making new recordings, New Trinity Baroque has already enough recording material from previous seasons for at least two more new CDs. NTB's plan is to issue them as soon as possible – the first one, scheduled to be released in March of 2007, will feature Carissimi's two famous oratorios, "Jephte" and "Jonas". The material was recorded in conjunction with the concert performance in April of 2005, and will, beside New Trinity Baroque, feature the Oxford Chorale (of Oxford College of Emory University). The second CD should follow soon after, featuring Pergolesi's masterpiece "Stabat Mater" with soprano Evelyn Tubb and countertenor Terrance Barber, and which was recorded live in April of 2004.

Last year, New Trinity Baroque spent only a limited time in recording sessions. This year, the situation has changed. Led by Artistic Director and founder, Predrag Gosta, New Trinity Baroque's current and future seasons will include primarily those projects that are interesting enough to be featured on a CD, beside its live performing appeal. "We want to become an active recording group", says Predrag Gosta, "like John Rutter's 'Cambridge Singers' whose primary function is to make recordings." Although his intention is not to do only recordings, Predrag Gosta sees the advantage of making new CDs: "although the market has lowered its demand for physical CDs, digital distribution of music has become something that equally well can act as a measure of success, or simply as a tool to promote an ensemble's activities. People still measure the success of a performing musician with how many CDs he (or she) had published. This trend

will, I feel, remain the determining factor in one's popularity. Digital distribution will, however, become the primary tool for promoting the group, as well as earning revenues," Predrag said.

For help with building its digital presence, New Trinity Baroque approached popular online store and Indy CD distributor, CD Baby. CD Baby already had contracts with most of online stores for distributing anything that they offer. By offering NTB's CDs for sale via CDBaby.com, New Trinity Baroque will automatically offer its digital files "on demand" for download to other popular stores, such as iTunes, Rhapsody, and more. Furthermore, CD Baby's already has the ability to offer recordings from its database to independent radios and movie studios, which will create additional potential for NTB's international presence. And, since CD Baby's recently signed contract with one of the largest "brick & mortar" distributors in the US, Super D, New Trinity Baroque's recordings will appear in many music stores throughout the country, as well as overseas.

New Trinity Baroque so far has published four CDs. Two of them have been published by Early Music Network's early music label, Edition Lilac. Two other were published previously through MP3.com. Both of these previously published recordings are currently out of print, and New Trinity Baroque has decided to re-release them. "We hope that we will have some of our old recordings available again for sale before this season finishes," Predrag Gosta said.

If NTB succeeds with its plans, it will be able to have a total of 10 CD recordings out by its 10th anniversary, which will be in 2008/09. And if the frequency continues with at least 3 new recordings per year, their audiences will have the opportunity to enjoy them even more.

For more information please visit NTB's website, newtrinitybaroque.org, call 770-638-7574, or send an email to info@newtrinitybaroque.org.

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