

## **Affiliated Artists Press Release**

April 15, 2008

### **Jimmy Bruno Guitar Institute Exceeds Enrollment Projections, Introduces Proprietary Technology.**

Napa, California.

The Internet-based Jimmy Bruno Guitar Institute (JBGI) announces today that it has quadrupled in size, in just the last six months, to over 1350 paying students. Originally designed for 350 students, the JBGI has exceeded all enrollment projections since opening in May 2007. “The growth has been phenomenal and gratifying”, says Affiliated Artists CEO and JBGI co-founder David Butler. “Now that guitarists know Jimmy Bruno’s unique and effective guitar method is available online, it has spread like wildfire.”

#### **Jimmy Bruno’s New Worldwide Reach**

Although never his intent, Jimmy Bruno may now be the most influential jazz guitar teacher in history, with students from 40 countries around the world under his direct supervision. Additionally, the JBGI student-body includes a large number of guitar teachers, who with Mr. Bruno’s permission and encouragement are in turn teaching Jimmy’s method to their students. Also, guitarists from areas of the world where there is no jazz instruction at all are converging on the JBGI to learn to play jazz correctly from an American jazz master.

#### **Capacity concerns**

Rapid communication amongst the close-knit guitar community, as well as open access to Jimmy Bruno has created a very large influx of students to the JBGI. Addressing concerns that the JBGI may be nearing capacity, Mr. Butler said, “It is true that we reduced our advertising while we regrouped, but we are committed to making the JBGI experience very high quality and it will continue to be available to all motivated students until our new technology is maximized.”

#### **Innovation To Enable Broad Expansion**

Empowered by proprietary video technology from JBGI parent company Affiliated Artists, Mr. Bruno interacts continuously with the JBGI student-body. To keep pace with projected growth, a new generation video management system is in the late stages of development at Affiliated Artists, to be deployed later this month. “The new system automates much of the technical stuff, freeing me to spend more of my time with the students and focus on their progress,” said Mr. Bruno. Mr. Butler adds, “The new Student Video Management System will increase JBGI’s capacity to over 4000 students, roughly two years of projected growth.”

#### **Groundbreaking Approach – Hundreds of “Virtual” Master Classes**

A large part of the success of the JBGI is the result of jazz guitar master Jimmy Bruno’s “firsthand” interaction with JBGI students. Unlike static online sites, JBGI students receive direct and continuing guidance from Mr. Bruno through video interchanges, which keeps them on track. This interaction is in the form of “Master Classes”, an exchange of videos between students and Mr. Bruno. An added bonus is being able to watch him evaluate hundreds of fellow students via video. This combination brings a depth of knowledge unmatched in any other music instruction approach. There are currently over 450 Master Classes posted on the JBGI, with more added each week.

### **A Continuation of New Lesson Materials**

Since the JBGI opened its door 10 months ago, the amount of lesson material has gone from around 70 formal lesson videos to well over 500 videos, including hundreds of “Master Classes”, and dozens of educational and entertainment videos. The JBGI recently added an adjunct faculty member, Philadelphia-based blues guitarist Johnny DeFrancesco, who created new JBGI course materials that focus on blues and blues-oriented rock.

### **The JBGI Sports A New Look**

In addition to an under-the-covers technology overhaul, the Jimmy Bruno Guitar Institute has just been given a new look. Designed by Jack Frisch, the new look enhances JBGI’s leading edge music instruction mission and signals yet another phase of continued growth for the Institute. Mr. Frisch has received a Grammy Certificate in Recognition of participation as the Art Director on the 2001 Grammy Award winning Marcus Miller recording “M2” in the category Best Contemporary Jazz Album of the Year.

### **About the Jimmy Bruno Guitar Institute**

The Jimmy Bruno Guitar Institute, a partnership between Jimmy Bruno and Affiliated Artists, LLC., was launched May 22, 2007. It is now one of the most successful music education web sites in history. Find it at <http://www.jimmybrunoguitarinstitute.com>

### **About Jimmy Bruno**

Philadelphia-based Jimmy Bruno is considered by many to be one of the most talented jazz guitarists living. Mr. Bruno has released 13 CDs and numerous DVD and educational products. He continues an extensive recording and performance career, appearing on April 16 at the Iridium in New York and Blues Alley in Washington DC, June 12. His most recent CD is the critically acclaimed “Maplewood Avenue.” <http://www.jimmybruno.com>

### **About Affiliated Artists, LLC**

Founded by David Butler in 2006, Affiliated Artists forms partnerships with leading musicians, offering strategic vision and turnkey technology to create new businesses that monetize their “brands” and generate reliable, recurring revenue streams to augment (and sometimes even surpass) performance and recording revenue.

<http://www.affiliatedartists.com>

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