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L.A. City and County Libraries Partner to Offer Free Music Downloads

“Freegal” Allows Library Cardholders to Download Sony MP3 Music Free From Library Websites Starting July 1

Los Angeles (June 28, 2011) — Two of the country’s premier public library systems that together serve 8 million residents, the Los Angeles Public Library and the Los Angeles County Public Library, have joined Library Ideas’ network of public library websites that offer access to hundreds of thousands of songs from Sony Music’s catalog of legendary artists.

The service, “Freegal” (“free” and “legal”), will be available starting July 1, 2011, on both library websites. Freegal allows registered card holders of either library to download up to three selections of Sony Music tracks in the MP3 format each week at no direct cost. The artists and the works available through the service are listed at www.sonymusic.com.

“The Los Angeles Public Library is pleased to partner with the Los Angeles County Public Library to enhance our digital services and offer an easy-to-use music download service that delivers great music to a variety of devices,” said City Librarian Martín Gómez. “Together, we are able to utilize Freegal to help meet the soaring demand in Los Angeles for digital-format information and entertainment.”

“The County Library has been waiting a long time for a service like this that delivers good music, compatibility with lots of devices and simplicity of use. We think this will be very popular with our customers,” said County Librarian Margaret Donnellan Todd.

“Music is an art form like literature and cinema. With Sony Music’s incredibly expansive and popular catalog, this becomes a very important product for libraries,”

(more)

Peter Persic, Public Relations & Marketing Director

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said Brian Downing, co-founder of Library Ideas. “A library is a focal point of the community that requires many tools to excite people about library resources. More than anything, that is the reason for the service.”

Other libraries participating in the Freegal music service include the Princeton Public Library (NJ), Maricopa County Library District (AZ), Orange County Public Library (FL), Nashville Public Library (TN) and Fairfield Public Library (CT).

Library Ideas is a new media company focused on the educational markets, based in Fairfax, Virginia. The Company offers music, games and language learning solutions to public libraries as part of its developing product suite. For further information please contact Brian Downing, briand@libraryideas.com.

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, 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.

The Los Angeles Public Library serves the largest and most diverse population of any library in the nation. Its Central Library, 72 branch libraries, more than six million books, and state-of-the-art technology accessible at www.lapl.org, provide everyone with free and easy access to information and the opportunity for life-long learning.

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