

JoyTunes and Musicnotes Announce a New Partnership Transforming the Music Education Industry

Piano Maestro users can now purchase and master scores from Musicnotes

TEL AVIV, Israel – November 17, 2015 – [JoyTunes](#) provider of leading piano learning tools in the U.S., today announced the start of an ongoing partnership with [Musicnotes](#), the world’s largest digital sheet music publisher and retailer. Reinventing a 300-year-old music industry, JoyTunes and Musicnotes are collaborating to offer direct purchasing access to digital sheet music within JoyTunes’ signature app, Piano Maestro.

Both JoyTunes and Musicnotes are committed to transforming the way people learn and play music. By incorporating Musicnotes’ pioneering technology into JoyTunes’ Piano Maestro app, users can search through over 400 songs and purchase any piece of sheet music they wish to play. Songs range in difficulty and users can choose from top hits including “All of Me” and “Chandelier,” as well as classics like “Bach Toccata,” and even popular theme songs like “Game of Thrones.” Musicnotes is also now offering free premium memberships for the Piano Maestro app.

“We’re happy to be working with JoyTunes. They’ve built a suite of fantastic apps, about the best we’ve seen in the music learning space,” said Bill Aicher, Musicnotes CMO. “The balance of fun vs. learning is perfect. It’s education gamification at its finest.”

With a simple and clean user interface, Piano Maestro is changing the way the piano is taught and practiced with 1 million songs learned each week. Musicnotes has transformed the way people purchase and play sheet music by fostering strong music publisher partnerships and building an ever-expanding catalogue of nearly 300,000 arrangements.

“Technology has impacted all areas of life. It is now reinventing a traditional music education industry with JoyTunes being at the forefront to make learning music accessible to everyone, removing all barriers,” said Yuval Kaminka, CEO JoyTunes. “Musicnotes is renowned for being pioneers in the sheet music industry, so to be able to partner with them to offer Piano Maestro users the convenience of purchasing sheet music is something we’re very proud to be a part of. We’re excited about what the future holds for this collaboration and the music education industry.”

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About JoyTunes

JoyTunes makes it possible for anyone to learn a musical instrument. By combining music methodologies with the latest in gaming features and the patent pending

MusicSense™ technology, JoyTunes players use real instruments that are automatically detected by the app. JoyTunes apps have been downloaded by more than 5 million users and used by thousands of music teachers across the U.S. to significantly reduce the learning process for tens of millions of children and adults learning to play music. JoyTunes' proprietary app, [Piano Maestro](#), was ranked #1 education app in the US and over 20 countries and is free for teachers and students. For more information, visit [JoyTunes](#) or follow us on [Twitter](#) and [Facebook](#).

About Musicnotes

As the leader in downloadable sheet music, Musicnotes.com offers the best selection of 100% officially licensed and legal arrangements for nearly any instrument, genre and skill level. Founded in 1998, Musicnotes has transformed the way people purchase and play sheet music by fostering strong partnerships with music publishers, creating an ever-expanding catalogue of nearly 300,000 arrangements, and pioneering new technologies, like the company's top-rated sheet music apps for iOS and Android mobile devices and Mac and Windows desktops. Musicnotes has sold more than 25 million downloads to more than 5 million customers since inception and has paid more than \$50 million in royalties to songwriters and music publishers. For more information, visit www.musicnotes.com.

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