



P R E S S R E L E A S E

For Immediate Release

Contacts: Lauren Iossa
 (212) 621-6319

Karen Sherry
Director of Communications

Maureen O'Connor
Rogers and Cowan
(310) 201-8816

ASCAP GOES ONLINE WITH COMPUSERVE'S ENTERTAINMENT DRIVE, THE FIRST GLOBAL ENTERTAINMENT MAGAZINE

New York, NY - August 9, 1994 - The American Society of Composers, Authors and Publishers (ASCAP), the world's largest performing rights organization, is set to cruise on the information superhighway. The Society recently announced that it will contribute to Entertainment Drive, a new global entertainment forum exclusively on CompuServe, the world's leading online information service for personal computer users.

"The future is upon us," states ASCAP President Marilyn Bergman. "With this venture, now people almost anywhere in the world can tap immediately into the latest ASCAP news. It's a major step in our commitment to use cutting-edge technology. And it's just the beginning. ASCAP intends to utilize the best online services available to ensure that our membership and customers receive the greatest benefits possible. For example, in the near future we plan to initiate an exciting series of live online interviews with notable ASCAP members that will allow music lovers the opportunity to pose questions directly to their favorite songwriters and composers."

Starting today, anyone with a modem-equipped personal computer can join CompuServe's nearly 2.2 million subscribers in 138 countries in having direct access to important ASCAP information, including ASCAP events, membership updates, workshop and showcase information, and press releases, as well as having the ability to communicate directly with ASCAP representatives and the editors of *ASCAP PlayBack* via a message board. To obtain more information on CompuServe membership, call 800-524-3388 and ask for Representative #604.

ASCAP joins other leading entertainment companies already contributing to this unique entertainment magazine, including: Black Entertainment Television, Blue Note Records, CBS, Comedy Central, the Corporation for Public Broadcasting, E! Entertainment Television, Fine Line Features, Hewlett Packard, Hollywood Pictures, IBM, MGM, Miramax, Music Theater International, New Line Cinema, Paramount, Playboy Enterprises, Universal Pictures, VH-1, Viacom New Media, Walt Disney Pictures and Television, Warner Bros. and others.

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Michael Bolanos, Executive Producer of Entertainment Drive and entertainment consultant to CompuServe, noted, "It's an honor to welcome ASCAP to CompuServe and Entertainment Drive. CompuServe is revolutionizing the music industry, and ASCAP is demonstrating its leadership and forward thinking by being in the forefront of this new technology. We look forward to working closely with ASCAP, the world's preeminent performing rights organization, to bring members and consumers instant information in this exciting and rapidly changing industry."

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