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BRILLIANT NEW TEACHING METHOD MAKES LEARNING TO PLAY PIANO AS FUN AS A TRIP TO THE ZOO

*Celebrated Music Teacher Puts Fun Piano Lessons In A Box
 (Along With An Elephant And A Zookeeper!)*

Gonzales, TX (May 8, 2007) – By a show of hands, how many parents have a closet-full of musical instruments they bought for their kids, but their kids never learned to play? At last count we have a trumpet, a drum set, a trombone and an electric guitar with one string. But as much money as we spent on those failed musical endeavors, clearly it could have been worse... we could have tried to squeeze a grand piano into the closet, as well!

It's not that our children lack talent or, to some extent, discipline, it's the simple fact that the early stages of learning to play music are pure drudgery. You want to play songs like you hear on CDs but that takes time. And because so many music teachers use extremely dull techniques it's no fun at all. That's why Mayron Cole (celebrated developer of The Mayron Cole Piano Method) and her daughter, Colleen Cole set out to create a piano teaching game that would inspire, rather than bore children.



JELLYFISH IN A JAM

1 - 2 1 - 2 1 1 1 - 2
 You think we are sweet

1 1 1 1 1 - 2 1 - 2
 'cause our name is jel - ly!

 A diagram of a piano keyboard with a blue highlight under the C4 key, indicating the starting point for the first line of the song.

- REPLAY
- SLOWER
- NORMAL
- FASTER
- SING ALONG
- REPETITION
- WIND UP
- PAUSE
- BACK

With a combined 45 years of piano teaching experience, this mother/daughter team created a product which shows that music is a wonderful, lush world where anyone can play piano (and she did it all without making mom and dad buy a Steinway!) Three years in the making, **Piano Made Easy®** is an extremely fun, effective and innovative teaching program that turns learning into a piano-playing adventure. With **Piano Made Easy**, beginners ages 7 to 107 years old will learn the first two out of three steps of a classical piano education that teaches how to actually read music. Suggested retail price for **Piano Made Easy** is \$99.99.

Piano Made Easy features an interactive CD-ROM and a 49-key battery operated keyboard with additional DC converter at no extra charge. The piano keyboard is placed in front of the computer screen in place of the typing keyboard. The **Piano Made Easy** CD-ROM features beautiful artwork in a zany trip through a zoo as the beginner piano students learn that reading music is really enjoyable!

The **Piano Made Easy** CD-ROM game has each child follow Bill the zookeeper and his dog,



Wannabe, on a musically guided tour of a very funny zoo. There are 10 areas that kids explore, in sequential order, to learn such things as note values, keys on the piano and rhythm. In addition to 57 original compositions that make the lessons come to life, the CD also features 10 rhythm and keyboard games. The trip through the zoo begins with a wacky safari in which a friendly elephant taps away with his foot the steady beat of quarter notes. The lesson plan ends with a full-blown concert with the animals wherein the child gets to try out and show off his skills.

Not only are parents and kids happy about **Piano Made Easy**, but it has also won some very prestigious awards from people who really know what kids like.

Piano Made Easy has been honored with the 2007 *iParenting Media Award for Excellent Products*. One reviewer wrote:

“My kids loved it! They play on it all the time. I love the fact it got them interested in learning to play an instrument and to get an understanding about how to read music.”

In addition, **Piano Made Easy** received *The National Parenting Center 2006 Holiday Seal of Approval*, which came with the following comments:

“If your school aged child has come to you and expressed a genuine interest in learning how to play the piano, **Piano Made Easy** is a great place to start. The package includes a 49 key piano with AC adaptor. There is a CD-ROM game that offers instruction as well as some fun games. Parents were impressed to see how well the program taught the fundamentals of playing the piano, like which keys are which and how to count rhythm. Children responded to the opportunities to advance and discover both new parts of the piano as well as new games and adventures on the CD-ROM. The sound from the keyboard is very full and appealing as well.”



Additionally, just this year **Piano Made Easy** received the *Toy Man Seal of Approval, Award of Excellence and eChoice Award*. In making the awards, The Toy Man said:

“Learning to play the piano is a subject that a number of companies have chosen to attack with software tutorials, and other creations. Mayron Cole Music Conservatory, Inc. took this idea and went one step better, beyond their competitors and developed "Piano Made Easy!" Each lesson/game has its own special adventure; new characters, new purpose. One lesson will focus on learning the keys, another will focus on understanding music concepts, and yet another focuses upon learning rhythms. Instead of having the same scenario and characters for every lesson, a special and unique character was developed to fit the delivery of each lesson more effectively. If you have ever taken private piano lessons, then you know all too well how daunting the task of going to private piano lessons can become. Piano Made Easy eliminates the idea of piano lessons being a "challenge." Piano Made Easy creates a new and quite enjoyable experience where you are playing a game and having fun, with an end result of knowing how to play a piano.”



The Mayron Cole Music Conservatory, Inc. has spent the last 32 years developing and publishing The Mayron Cole Piano Method that is used by schools and piano teachers all over the country. In 2001, Mayron Cole began developing her newest product, **Piano Made Easy**, the computer-assisted learning program that makes high-quality piano instruction available for beginners everywhere. Mayron Cole contacted her daughter, Colleen Cole, to direct the project, write the script, and put together the crew needed to develop the software design. Colleen hired Chris Mayes, a well-known graphics artist, to

create all of the lush illustrations in **Piano Made Easy**. Then Houston-based MobiusDV, a software design company, wrote the program code that brought **Piano Made Easy** to life. Mayron wrote all 57 compositions along with the hilarious lyrics. **Piano Made Easy** made its public debut in the spring of 2006. It is truly “Piano Lessons in a Box!”

Indeed, as the Family Review Center noted in its review awarding **Piano Made Easy** its Platinum Award and “perfect” score for all ratings, “When a company has a true passion for the product they create, it is evident. Such evidence is easily observed when it comes to Piano Made Easy.”

For more information about **Piano Made Easy**, visit www.PianoMadeEasy.com. To learn about The Mayron Cole Piano Method, go to www.mcpiano.com.

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