

Equinox Launches First Indonesian Music Catalog on iTunes

JAKARTA –17 February 2006 – Music from Indonesia is now available around the world for the first time. Starting today, songs from over 60 Indonesian artists are available for purchase through the iTunes Music Store. From Bali rockabilly to Bandung electronica to Jakarta metal, this unprecedented catalog can now be enjoyed by music fans in every corner of the globe.

Equinox Publishing, Indonesia's leading English-language book publisher, announced today it launched a new service to distribute and promote Indonesian musicians. **Equinox Digital Music Distribution (DMD)**, has already signed distribution arrangements with several major Indonesian labels like Aquarius Musikindo and Pro Sound Records, as well as many up-and-coming indie labels like Aksara Records from Jakarta, Fast Forward Records from Bandung and Electrohell Records from Bali. This catalog forms Southeast Asia's largest selection of music to arrive on the digital music landscape and will be accompanied by a free podcast entitled "New Music from Indonesia by Djarum" and hosted by Jason Tedjasukmana, a well-known journalist and indie music expert. The weekly podcast debuts today and is available for download from **www.EquinoxDMD.com** as well as through Apple Computer's iTunes.

Hit songs from multi-platinum artists like Dewa, Rossa and KLa Project, and indie artists like Homogenic, Netral and Dewi Lestari cost US 99 cents each and music lovers can have a free 30-second preview on the iTunes Music Store. "We are thrilled to bring this new and exciting dimension of Indonesia to music fans around the world," said Mark Hanusz, proprietor of Equinox Publishing and Founder of Equinox DMD. "People will soon discover that Indonesia has so much more music to offer than just *gamelan*." The host of the "New Music from Indonesia by Djarum" podcast, Jason Tedjasukmana, added, "I have been following the music scene here for more than 10 years and have been trying to convince my friends around the world about Indonesia's incredible diversity and musical talent. The biggest problem, though, was that the music was never available outside Indonesia. Through iTunes and this podcast, that problem is now solved and this music is going to blow them away."

The launch of Equinox DMD and the "New Music from Indonesia by Djarum" podcast will be held Friday evening, 17 February 2006 in the **Atrium of Plaza Senayan**. Handojo, Head of Djarum's Corporate Communications, added, "When we first spoke with Equinox DMD about our involvement, it took some time to understand what they were doing as downloading digital music in Indonesia isn't common. But once we understood the target market is actually overseas, particularly the countries where iTunes is already established, we enthusiastically supported this innovative way of promoting our country."

About Equinox Publishing

Equinox Publishing, founded on the Autumnal Equinox in 1999, is the leading English-language publisher of books on Indonesia with over 40 titles to date from authors such as Nobel prize candidate Pramodya Ananta Toer, terrorism expert Ken Conboy, and novelist Ayu Utami. Visit **www.EquinoxPublishing.com** for more information.

About Djarum

Djarum is one of Indonesia's leading manufacturers of clove cigarettes (*kretek*) and the largest supporter of music from Indonesia. Learn more about Djarum at **www.Djarum.com**.

About Apple Computer

Apple ignited the personal computer revolution in the 1970s with the Apple II and reinvented the personal computer in the 1980s with the Macintosh. Today, Apple continues to lead the industry in innovation with its award-winning desktop and notebook computers, OS X operating system, and iLife and professional applications. Apple is also spearheading the digital music revolution with its iPod portable music players and iTunes online music store.

Notes for the press

We have prepared hi-res images of all the album artwork and can arrange interviews with individual band members upon request.

Media Contact

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