

makemusic®

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MAKEMUSIC'S MONTHLY SMARTMUSIC SUBSCRIPTION REPORT – AUGUST 2011

SmartMusic subscriptions total 176,429

Minneapolis – September 9, 2011 – MakeMusic, Inc. (NASDAQ: MMUS) today announced monthly subscription results for [SmartMusic®](#), the interactive music software for band, orchestra and voice. SmartMusic subscriptions as of August month-end numbered 176,429, representing a decrease of 1,439 from the previous month and an 18% increase over the prior year.

Karen van Lith, MakeMusic CEO stated: “Subscription promotions offered in May and June of this year drove early renewals, which had an impact on August subscription levels. When the August subscriptions are included in a four-month comparison to the previous year, the net subscription additions during that period rose 17%.”

SmartMusic's [gradebook feature](#), which facilitates student grading and records management via the Internet, showed 670 teachers had issued assignments at the end of August 2011. Gradebook teachers, those having issued assignments to 50 or more students, totaled 171 at the end of August 2011. “Gradebook Teachers” and “Educators who have issued assignments” are annual statistics that restart on July 1 of each year reflecting the start of the school-year cycle.

The number of SmartMusic educator accounts was 9,638 compared to 9,648 at the end of July, a decrease of 10 accounts.

SmartMusic monthly site agreement totals are shown in the SmartMusic metrics table below.

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SmartMusic Metrics:

	Total Subscriptions	Educator Accounts	Educators who have issued assignments	Gradebook Teachers	Site Agreements
Aug-11	176,429	9,638	670	171	588
Jul-11	177,868	9,648	126*	19	548
Jun-11	173,295	9,633	2,814	1,418	541
May-11	167,094	9,758	2,780	1,458	525
Apr-11	165,165	9,744	2,736	1,437	512
Mar-11	164,836	9,727	2,680	1,416	506
Feb-11	163,710	9,601	2,488	1,299	503
Jan-11	163,151	9,487	2,305	1,186	500
Dec-10	162,189	9,402	2,040	1,019	485
Nov-10	161,788	9,461	1,936	950	487
Oct-10	160,681	9,523	1,628	761	465
Sep-10	158,574	9,312	1,085	415	466
Aug-10	149,038	9,180	374	60	406

** The number of "Educators who have issued assignments" at the end of July 2011 has been updated from 41 to 126. "Gradebook Teachers" and "Educators who have issued assignments" are annual statistics that restart on July 1 of each year reflecting the start of the school-year cycle.*

Follow SmartMusic activities from our [Community](#) page, which offers access to the SmartMusic [Blog](#), [Forum](#) and links to SmartMusic presence on [Twitter](#), [Facebook](#), [YouTube](#) and more.

About MakeMusic, Inc.

MakeMusic[®], Inc. is a world leader in music technology whose mission is to develop and market solutions that transform how music is composed, taught, learned and performed. For more than 20 years, [Finale[®]](#) has been the industry standard in music notation software, enabling composers, arrangers, musicians, teachers, students and publishers to create, edit, audition, print and publish musical scores. MakeMusic is also the creator of [SmartMusic[®]](#) interactive software that is transforming the way students practice. With SmartMusic, students and teachers have access to thousands of band, orchestra and vocal pieces allowing students to practice with background accompaniment and get immediate feedback on their performance. SmartMusic allows teachers to individualize instruction and document the progress of every student. Additional information about this Minnesota company can be found at www.makemusic.com.