

FOR IMMEDIATE RELEASE

MUSIC EDUCATION TECHNOLOGY COMPANY EASY EAR TRAINING SELECTED TO JOIN THE ACCELERATOR ACADEMY

London – September 28th, 2012 – Music education technology company Easy Ear Training, Ltd. has been selected to join the third semester of Accelerator Academy, a business accelerator programme for UK technology companies seeking to increase their growth.



Easy Ear Training was selected from over 100 applicants to join ten other early-stage companies for the Academy's third semester, which begins this week. The 12-week programme provides company founders with expert training on the key skills and techniques for growing a company successfully, along with mentorship from experienced entrepreneurs in the technology industry.

With 6 popular iOS apps and a range of innovative downloadable training packs, Easy Ear Training has demonstrated its ability to make music education fun, easy and effective. The EasyEarTraining.com website has quickly become the leading online resource for aural skills training. The company is now looking to grow its team and scale the business to develop the next generation of ear training products, and identified Accelerator Academy as a powerful aid to this process.

Christopher Sutton, the founder and Director of Easy Ear Training said "We are delighted to be joining the Accelerator Academy, which in its first two semesters has already demonstrated significant ability to enhance its member companies' development and accelerate their growth. Easy Ear Training is embarking on an exciting new phase of product development and we are confident that the training and mentorship provided by the Academy can support this expansion in a very effective way."

The Accelerator Academy launched in 2011 to help early-stage technology companies achieve rapid growth by providing training, mentorship and access to capital. Now entering its third semester, the Academy has been described by London Mayor Boris Johnson as representing "exactly the type of investment in London's future businesses that will secure our position as Europe's digital capital".

With a strong track record in developing innovative educational products for musicians, a clear vision of the next generation of training products and the backing of the Accelerator Academy, Easy Ear Training is poised to dramatically enhance the process of learning music for musicians and music enthusiasts worldwide.

About Easy Ear Training

Easy Ear Training, Ltd is a United Kingdom based music education technology company, developing mobile apps and other digital products to make learning the essential listening skills of music easy, fun and effective. Founded in December 2009 by Director Christopher Sutton, a lifelong musician and a graduate of Gonville and Caius College – Cambridge University with a degree in Computer Science as well as a graduate of the University of

London with a Masters Degree in Digital Music, Easy Ear Training is the premier source for online and app-based ear training.

Dedicated to helping artists realise their full musical potential, Easy Ear Training provides a range of popular iOS apps which teach the core musical listening skills musicians need – such as the “RelativePitch” app which teaches recognition of the different intervals used in music. The company also publishes a website which serves as an educational resource for musicians who use modern technology to enhance the process of improving their listening skills and develop their natural musicianship in an enjoyable, rewarding way.

For more information please visit <http://www.EasyEarTraining.com>.

About Accelerator Academy

The Accelerator Academy is a successful and established 12 week high growth training and mentoring programme for ambitious digital entrepreneurs looking to grow their business, through training, mentoring and access to capital.

The programme incorporates weekly Academy classroom sessions and workshops, fortnightly Accelerator clinics, and weekly mentoring from a dedicated personal business mentor, all of whom are exited technology entrepreneurs. Participants also have access to special offers, discounts and deals from a range of partners reflecting the Academy’s position as a Tier One Accelerator. The programme culminates with opportunities to present to key early stage investors, and the majority of the companies pitching in semesters one and two have been successful in raising funding.

For more information please visit <http://acceleratoracademy.com/>

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