



NEWS RELEASE

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FOR IMMEDIATE RELEASE

**SIR GEORGE MARTIN'S AIR STUDIOS SOLD BY CHRYSALIS GROUP AND PIONEER TO STRONGROOM RECORDING STUDIOS
OWNER RICHARD BOOTE**

Strongroom's owner Richard Boote today announces the purchase of Sir George Martin's AIR Studios from Chrysalis Group and Pioneer

London - 8 February 2006 - Richard Boote, owner and managing director of Strongroom recording studios today announces his purchase of AIR Studios, the world class recording facilities established and chaired by legendary Beatles producer Sir George Martin, from Chrysalis Group PLC and Pioneer GB Limited.

The multi-million pound purchase of the AIR Studios premises, a converted Victorian church in Hampstead, London, is backed by Lloyds TSB Corporate.

Sir George Martin CBE, chairman of AIR Studios, says: "AIR Studios has been in existence for nearly forty years, during which time we've recorded some of the finest artists in the world and most of the memorable film scores. What I love about AIR is that as well as being a great studio it has a well deserved reputation for friendliness and efficiency. People who record here always want to come back. I am very happy that we are now associated with Strongroom, a company that shares our ideals and our dedication to recording high quality music. I am confident that Richard will continue to promote and develop AIR as a world-class recording facility."

Richard Boote, owner and managing director of Strongroom, says: "I believe that bringing Strongroom and Air together will not only ensure the survival of two of the greatest recording facilities in Europe, but also enhance the offerings of both studios. Clients will benefit from an expanded and more varied pool of technological knowledge and experience, a wider choice of studios and access to a much broader range of state of the art audio and video post-production facilities."

Richard plans to keep both businesses running as they exist today, maintaining their structures, identities and areas of specialisation. In the longer term clients of both

studios - in industries ranging from music, film, broadcast and advertising to games and new media - will benefit from an even richer offering of music and post-production services at a broader range of price points. For example, AIR's post clients will have access to packages including Strongroom's Off-Line and On-Line HD video post facilities (enabling the group to offer a complete service of video post, audio post and sound track production) whilst Strongroom's clients will be able to use AIR's matchless Lyndhurst Hall studio for orchestral and large scale acoustic recordings.

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Background information below about:

- **AIR Studios**
- **Sir George Martin CBE**
- **Strongroom**
- **Richard Boote**

About AIR Studios

AIR Studios began its long and prestigious history in 1969 when George Martin left EMI to establish an independent recording complex in the heart of central London. A sister studio was set up in Montserrat in the mid 1970s but had to close after the island was devastated by Hurricane Hugo in 1989.

AIR has become one of the most successful studio operations in the world. Best known for film scoring and orchestral recording, it is also home to some of the finest pop music studios and audio post-production facilities available.

In 1991 the studios were relocated to a converted Victorian church (and Grade II listed building), Lyndhurst Hall, in Hampstead. The building was designed in 1880 by the great Victorian architect Alfred Waterhouse (who also designed the Natural

History Museum).

Recent film scores recorded at AIR studios include: Batman Begins, Harry Potter and the Goblet of Fire, Wallace and Gromit and the Curse of the WereRabbit and Pride and Prejudice (for which Dario Marianelli's score has just been nominated for an Oscar). Forthcoming films include The Da Vinci Code and the next Dreamworks animation Over The Hedge.

Artists to recently record in AIR's music studios include Robbie Williams, U2, Coldplay, Blackeyed Peas, George Michael and Sir Paul McCartney.

Recent post-production projects include acclaimed BBC series Dr Who, Sea of Souls, Corpse Bride and Short film Six Shooter, directed by Martin McDonagh and nominated for a short film live action Oscar.

www.airstudios.com

About Sir George Martin, founder and chairman of AIR Studios

Legendary producer of The Beatles, Academy Award-nominated composer and founder of AIR Studios, Sir George Martin is one of music's most versatile and imaginative talents. He has produced a record-breaking 30 Number One singles in the UK (and 19 in the US) and has been awarded five Grammys and two Ivor Novello Awards.

Sir George entered the music industry in 1955. Five years later he became head of the Parlophone label at EMI. In 1962 he signed The Beatles to EMI and went on to produce every record they made until disbanding in 1970.

1969 saw the design and construction of AIR Studios in Central London, to be followed in 1970s by its sister studio, AIR Montserrat and the creation of his music publishing company, George Martin Music.

George was appointed a CBE for his services to the music industry in 1988. Then in 1991 he relocated the central London AIR Studios to Lyndhurst Hall, a converted Victorian church in Hampstead. Here he continued his prolific and varied projects. His television documentary about the making of The Beatles' Sgt Pepper album won a Palme d'Or at the 1992 Cannes Film Festival. With a cast album of Peter Townsend's Tommy he won his fifth Grammy. He produced The Glory of Gershwin with Larry Adler in 1994 and in 1995 started work on the acclaimed Beatles Anthology.

In 1996 he was knighted by the Queen in her Birthday Honours. He then produced the 'Music for Montserrat' concert (a charity that raised \$1.5 million for the victims of the hurricane that devastated the island) at the Royal Albert Hall with a line-up that included Sir Paul McCartney, Eric Clapton, Sting and Sir Elton John.

The 1998 album In My Life was his last ever studio recording, featuring Robin Williams, Jeff Beck, Phil Collins, Celine Dion, Goldie Hawn, Jim Carrey and Sean Connery. He was awarded BPI Man of the Year and this was followed by an induction into the American Rock & Roll Hall of Fame in 1999 for his outstanding contribution to music.

Although by now officially retired, in 2002 Sir George was the musical director for Party at the Palace. He introduced Her Majesty the Queen on stage at the concert celebrating her Golden Jubilee year alongside Brian May, Brian Wilson, Ozzy Osbourne, Eric Clapton and Sir Paul McCartney.

He is currently working on the music for a new Cirque de Soleil show opening in Las Vegas in June. It will be the first time that Beatles recordings have been heard in a live setting.

About Strongroom

Strongroom Ltd is a group of facilities based in Shoreditch, East London. Best known for its music recording studios, Strongroom also comprises audio and video post-production facilities (Strongroom Post), a producer and sound engineer management company (Strongroom Management), a digital equipment hire division (Strong Hire), numerous writing/production rooms and a bar and restaurant. Strongroom is a creative partner of The Pavement, a leading DVD and UMD production and authoring facility. The two companies have together produced numerous award winning DVD titles.

Established 21 years ago by Richard Boote, Strongroom supplies world class creative music and media services to international artists, record labels and the broadcast, film and DVD industries.

Artists such as Feeder, The Prodigy, Sugababes, Goldfrapp, The Kaiser Chiefs, Kasabian, The Thrills and Razorlight have recently recorded and mixed at Strongroom. Recent post-production projects include The Snow Queen (BBC), Autopsy – Life and Death (C4), Bounty Hunters (Bravo), Just add Moves (MTV) and commercials for Lynx, Nike, The Milk Development Council and Microsoft.

www.strongroom.com

About Richard Boote, founder and managing director of Strongroom

Richard is owner and managing director of Strongroom recording studios. He founded Strongroom in 1984 after several years spent managing rock bands and touring Europe and the US with various artists including Pink Floyd, The Who, David Bowie and Little Feat.

He has spent the past 21 years building Strongroom into a successful studio complex offering. He started with just one studio; there are now 12, as well as state of the art facilities for audio and video post-production for TV and film, Strongroom Post. Richard has also set up Strong Hire, offering expertise and equipment hire to other studios and post facilities so that they can take advantage of new forms of digital recording. Strongroom Management exists to represent the interests of Producers and Engineers.

With Strongroom, he moved away from the old school 'stone and hessian' studio uniform and pioneered the 'new look' studio, complete with natural light and flamboyant artwork from Jamie Reid (the Sex Pistol's artist) who is still involved in interior design of Strongroom.

He was also instrumental in establishing the UK Studio Accord, a body to represent a wide range of recording studios, now fully affiliated into the APRS (Association of Professional Recording Services) and was its first chairman.

In the early stages of Strongroom he managed F1 racing driver Damon Hill, steering his career transition from Motorbikes to Formula 3 motor racing (before he went on to F1 and became World Champion in 1996).

Richard also founded the Strongroom Cricket Team which wins matches most Saturdays in the summer and celebrated its 21st year last season.