

PRESS RELEASE  
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*Free distribution*

## **Matara Music designs its price policy to promote legal trade of digital music**

### **The fresh Verenn album *The Game* available digitally for only 5 euros**

Verenn's recently released debut album *The Game* is available for download (in MP3 format) for a consumer-friendly price of 5 euros. The digital distribution is carried out by Finnish Record Office ([www.recordoffice.net](http://www.recordoffice.net)). Heikki Koskela, the managing director of Matara Music, reveals the ideology behind the price policy:

- Nowadays the illegal downloading and distribution of music is so common and easy that there is no grounds for keeping a high price on a digital album. Matara Music wishes to lower the threshold for the music consumers to choose a legal purchase via the Web, instead of illegal peer-to-peer networking, for example. At the same time this offers a possibility to "test drive" the album when thinking about buying the CD. Those music fans who appreciate good music and artists behind it usually like to buy CD's as well, as long as the product is good enough. As music consumers ourselves, we believe that prohibitions and restrictions cannot affect people's habits of using digital music. It is better to offer more choices.

One can listen to Verenn's music also via the band's web page: [www.verenn.com](http://www.verenn.com). In addition to music samples, there is also a music video available (for the album's first single *No Trace, No Sound*).