

NEWS RELEASE

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JACOBS MUSIC AND HOPE FOR HENRY FOUNDATION DONATE HIGH TECH YAMAHA PIANO TO CHILDREN'S HOSPITAL OF PHILADELPHIA

—With New Clavinova Digital Piano, Patients at Children's Seashore House Rehabilitation Center Gain Vital Mode of Self Expression—

BUENA PARK, Calif., — Patients at the Children's Seashore House of The Children's Hospital of Philadelphia, one of the leading pediatric hospitals and research facilities in the world, received the special gift of music this summer when Jacobs Music and the Hope for Henry Foundation delivered a new Yamaha Clavinova digital piano.

The Children's Seashore House, a pediatric rehabilitation facility, staffs a full-time music therapist to help children and families cope with the emotional stress and anxiety associated with cancer and other serious illnesses and disabilities. With children using music and song as a way to support traditional therapies, the Clavinova has been an exciting addition to the repertoire of musical activities.

“The rehabilitation and hematology/oncology patients are using the Clavinova piano every day and have benefited greatly from this wonderful addition to our music therapy program,” said Chris Brown, Director of the Child Life, Education & Creative Arts Therapy Department of The Children's Hospital of Philadelphia. “Children with head injuries or brain tumors—who are just learning to speak again—are using music to support their medical therapy. Group music activities have helped the patients socialize and make friends. Also, music therapy has given the children a healthy and safe way to creatively express their feelings about their medical care and treatment. The benefit of the Clavinova has been tremendous, and it's above and beyond what we would otherwise have been able to do.”

The patients at the Children's Seashore House have an added bonus. They get to show everyone else at the hospital exactly how they are using the Clavinova. Music therapist Lexi Geib hosts *Lexpressions*, a closed-circuit television show where children

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get to have fun and show off their musical skills. The Clavinova has been a regular feature with the children playing the compositions they created in therapy and demonstrating all of the piano's kid-friendly features.

"The kids are really drawn to the piano and its bells and whistles," said Ms. Geib. "The Clavinova has been an absolute godsend."

Laurie Strongin, founder and president of the Hope for Henry Foundation, understands the relationship between music and healing and has seen first-hand the specific ways the Clavinova has improved patients' experience in a hospital. When the Clavinova was delivered to Children's Seashore House, two families were there anxiously awaiting the musical gift. They had created posters thanking Hope for Henry and Jacobs Music.

"Within minutes of walking in the room the kids were playing and smiling, and the next thing we knew an hour had gone by," said Ms. Strongin. "You can see how music transports the children to a different place. When the child is engaged and smiling, you see the parents' stress melt away."

"In a small way, we are trying to pass along the vast benefits of music making to those who need a healthy diversion," said Bob Rinaldi, Jacobs Music senior vice president of operations. "With the many children who have life threatening illnesses, success is measured in moments, not days or hours. It's very powerful to watch a child have an experience that's enriching, but most importantly it's an experience that helps to restore those simple, valuable things like laughing and smiling."

Jacobs Music and Hope for Henry recently donated a Clavinova to the Hackensack University Hospital Center's pediatric hematology/oncology clinic. Suzannah Scott-Moncrieff, Hackensack's music therapist, was able to work with a patient immediately after the piano arrived. Soon thereafter, Josephine Perez, a 14-year-old leukemia patient was able to entertain a roomful of people with her professional-sounding renditions of "Beauty and the Beast" and the theme to "Titanic." Josephine had no formal training, just the help of the Clavinova digital piano.

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“We try to help children not be defined by their illness,” said Ms. Scott-Moncrieff. “Music allows access to the healthy part of an individual. It is great entertainment, but it’s also a vital mode for self-expression.”

The Clavinova digital piano offers many easy-to-use features that enable patients to enjoy the piano music, whether or not they know how to play. These include Follow Lights, an innovative guide lamp feature that lets users play tunes, whether or not they have ever sat down at a keyboard before. The piano also has the ability to download music directly from the Web, includes a virtual 16-track recording studio and enables users to create their own CDs.

For more information about Yamaha Pianos, write Yamaha Corporation of America, Piano Division, P.O. Box 6600, Buena Park, CA 90622-6600; email infostation@yamaha.com; or telephone (714) 522-9011.

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About the Hope for Henry Foundation:

Hope for Henry Foundation (HFHF) was established in 2003 to honor the legacy of Henry Strongin Goldberg, who died at the age of seven from Fanconi anemia, a rare, fatal genetic disease. Hope for Henry Foundation improves the lives of children with life-threatening illnesses by providing carefully chosen gifts and specially-designed programs to entertain and promote comfort, care and recovery. HFHF brings smiles and laughter, hope and magic into the lives of these children and their families. HFHF has been serving patients at Hackensack University Medical Center since 2005. Other hospital partners include Georgetown University Hospital in Washington, DC and University of Minnesota Children's Hospital in Minneapolis.

About Yamaha:

Yamaha Corporation of America is the largest subsidiary of Yamaha Corporation, Japan and offers a full line of musical instruments and audio/visual products to the U.S. market. Products include: acoustic and digital pianos, portable keyboards, guitars, acoustic and electronic drums, band and orchestral instruments, marching percussion products, synthesizers, professional digital and analog audio products, wireless content, and innovative technology products targeted to the hobbyist, education, worship, professional music, and installation markets. Yamaha Corporation of America also owns Yamaha Exporting, Inc., a subsidiary engaged in exporting many products and materials to overseas markets including Japan.