



Media Contact:
Marsha Vdovin
415-420-7273
mvpr@mac.com

FOR IMMEDIATE RELEASE

**Keith McMillen Instruments Names
Andrew Calvo as Vice President of Sales & Marketing
Also Enlists Christen McFarland, Marketing Director**

BERKELEY, CA, June 28, 2010 — Keith McMillen Instruments, an innovator of creative technology for string instruments, has named Andrew Calvo as Vice President, Sales & Marketing. In this newly created position, Calvo will report to KMI founder and owner Keith McMillen.

Andrew Calvo is a music industry veteran who, prior to joining KMI, held various sales and marketing positions at leading audio firms such as BIAS, Digidesign/Avid, and Blank Software, and has worked with top information technologies companies O'Reilly Media and Carsonified.

"Andrew has outstanding credentials and is an ideal fit for the pivotal role of VP Sales and Marketing for KMI. As a small company preparing to bring several new products to market, I recognized that Andrew's corporate, financial, and leadership experience as well as his experience in the music manufacturing and media industry will serve us well," advised McMillen, "and I look forward to the future with a refreshed marketing and PR team."

McMillen has also hired Christen Pocock McFarland in the role of Marketing Director. McFarland has held previous posts as marketing and events director for the Music Player Network (including *Guitar Player* and *Bass Player* magazines) and with *Mix*, *Electronic Musician*, and *Remix* magazines, developing manufacturer-centric marketing programs and launching and refining events like the Remix Hotel, Bass Player LIVE, and the Guitar Superstar competition.

KMI has retained Marsha Vdovin Public Relations, "MVPR," to execute all press and media-related ventures for the company. MVPR represents or has represented several prestigious music industry companies including Universal Audio, Digidesign/Avid, Steinberg, Ableton, and Propellerhead, among others.

About Keith McMillen Instruments

Founded in 2005, Keith McMillen Instruments is a privately-held company based in Berkeley, California. KMI is known for its expertise in expressive computer-based tools for string players and guitarists and has created a series of groundbreaking musical products, including StringPort, the first computer platform for guitar and K-Bow, a Bluetooth sensor bow, as well as the 2010 NAMM "Best of Show" award-winners, Batt-O-Meter, the first musician's battery tester, and SoftStep, the first USB foot controller with Sensor Key Technology™. KMI enables musicians familiar with traditional string instruments (violin, viola, cello, double bass, electric bass, or electric guitar) to use the computer as an extension of their current playing ability. KMI is devoted to this endeavor and believes that its products will enable performers to take their music in directions never before possible. Learn more about KMI at <http://www.keithmcmilleninstruments.com>

#