

## PRESS RELEASE

### Barbara Hendricks lets her public fix the price of her latest album

The soprano Barbara Hendricks, one of the greatest voices of our time, with sales of 12 million albums throughout the world, is letting her public fix the price of her new album available as a high quality MP3 download on [www.arteverum.com](http://www.arteverum.com), her label's website. This operation has been undertaken in partnership with Believe.

In 2006, Barbara Hendricks announced the setting up of her own label, Arte Verum, in order to ensure the production and a better diffusion of the discs herself.

As an extension of this approach, and to broaden and democratise access to her music, Barbara Hendricks will be offering her public, from 21 November 2007, the possibility of downloading her new album with music-lovers themselves fixing the price they wish to pay.

*Endless Pleasure* will be available on the site [www.arteverum.com](http://www.arteverum.com) in top quality MP3 format (320 kb/s) with the album cover and the booklet in pdf format.

On the occasion of this operation, Barbara Hendricks's public will also be able to take advantage of a special offer on all the albums produced by Arte Verum:

- Her new album *Endless Pleasure*, her first solo disc of great baroque arias (Purcell and Handel), recorded with the Drottningholms Barockensemble in digipack format;
- Her two previous albums: *Canciones Españolas* (Spanish Songs) with the pianist Love Derwinger and *Lieder* by Robert Schumann with Roland Pöntinen also in digipack format;
- An exclusive CD bonus of hitherto unreleased recordings.

Every purchaser of the digipack CD will have the possibility of downloading the albums in digital format at no extra cost.

This operation, organised and carried out jointly by Believe and Arte Verum, is a first for a classical music artiste and for an artiste of the reputation of Barbara Hendricks.

For more information please contact:

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