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Contact:  
Allison Plant  
Communications Director  
858/551-5145  
allison@newblueinc.com

**DirectMusic Pioneers Launch NewBlue, Inc.**  
*New Company Focuses on Interactive, Expressive Technologies*

Music and Technology Editors

LA JOLLA, CA (December 1, 2002) - The award-winning software entrepreneurs and former Microsoft developers who created a host of pioneering technologies, including Microsoft's DirectMusic and AudioActive, have launched a new company, NewBlue, Inc.

Founders Todor Fay and Melissa Jordan Grey— who formed the The Blue Ribbon SoundWorks, Ltd. in 1988 before it was ultimately sold to Microsoft Corporation in 1995— have brought together an experienced team of developers, musicians, artists and software professionals, a unique and wide-ranging pool of talent that will produce first-of-its-kind technology for the audio, video, multimedia, and gaming communities.

A lot has changed in the interactive world over the past 15 years, a period in which "interactive" has evolved into an everyday word. Armed with seven years' experience at Microsoft — the world's largest software company — and having already mastered the rigors of bringing a start-up company to success, NewBlue is eagerly embracing the challenge of unleashing a new regime of multimedia technologies.

"When we launched our first company in 1988, we had to explain the meaning of interactivity," said Grey. "Today people not only expect an engaging, sophisticated interactive experience, they demand it. And there's still so much more ground to break — ground that NewBlue will be exploring, conquering and ultimately sharing through a series of innovative new technologies and services."

NewBlue creates audio and music technologies for licensing, publishes products, licenses and customizes products for OEM distribution, and customizes software for a range of client needs. The company also provides specialized consulting services. NewBlue, which will broaden the original path traced by Blue Ribbon, has already received numerous inquiries from industry leaders familiar with the work of Blue Ribbon and its founders.

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7514 Girard Avenue • Suite 1 – 314 • La Jolla, CA 92037  
t: 858/551 5145 • f: 858/777 3376  
www.newblueinc.com

Blue Ribbon, an interactive audio software firm that designed music and audio software for musicians, composers, animators, and video production artists, produced the multimedia controller and the musical soundtrack for the successful bid for 1996 Summer Olympic Games in Atlanta. They also created AudioActive, an interactive audio engine that won Best of COMDEX for Multimedia in 1995. Fay and Grey both held senior-level positions overseeing the music teams at Microsoft after the company bought Blue Ribbon.

Their combined 35 years of experience includes spearheading the design and publishing of more than 25 hardware and software products on multiple computer platforms. The duo collectively holds 22 audio technology patents.

"We've come full circle with NewBlue as we re-enter the world of the start-up," said Fay. "While we draw from our original passions and experience, you can bet our work won't be a thing of the past. NewBlue is committed to stepping in and showing the world simple yet sophisticated ways to enrich their multimedia experience." Visit NewBlue at [www.newblueinc.com](http://www.newblueinc.com).

### **About NewBlue**

NewBlue, Inc., privately-held by former Microsofties and industry-recognized software entrepreneurs, develops innovative audio, video and multimedia technologies for leading companies throughout the world.

The NewBlue team comprises experienced developers, musicians, artists, and software professionals with a unique and commanding set of skills, experience and talent. This collaborative range of talent and skill produces innovative and powerfully functional technology for the audio, video, multimedia and gaming communities

Founded in early 2002. NewBlue is developing a range of proprietary technologies that will meet the varied multimedia needs of mid-and large-sized companies. In addition, NewBlue offers consulting services on a range of multimedia projects.

NewBlue also:

- Creates audio/music technologies for licensing.
- Publishes products.
- Licenses and customizes products for OEM distribution.
- Provides custom software development for a variety of companies.

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NewBlue, Inc.  
7514 Girard Avenue  
Suite 1-314  
La Jolla, CA 92037  
858.551.5145  
858.777.3316 fax  
[www.newblueinc.com](http://www.newblueinc.com)

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t: 858/551 5145 • f: 858/777 3376  
[www.newblueinc.com](http://www.newblueinc.com)