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## FOR IMMEDIATE RELEASE

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### **Best Selling Cremona Violin Outfits Get New Finish, Case, and Bow!**

San Francisco CA, June 12, 2004 – Our quest to make the 3 best-selling student violin outfits even better began over 25 years ago with our desire to offer the finest quality, player-worthy and affordable bowed instruments to the retail public. Since those early days we have continued to produce quality instruments with the player and the consumer in mind. It is this unique view that has helped us to continue our leadership role in the development and distribution of what has now become one of the most popular lines of violins in the world.

Due to our firm commitment in finding ways to make our products even better, we have decided to **UPGRADE** our 3 most popular violin outfits – *The Cremona® SV-150, SV-175, and SV-200 Premiere Student Violin Outfits* – all without increasing the price.

We focused our attention where it matters most...by upgrading key areas where our years of experience in the industry has helped us and our manufacturers to develop technological innovations in design, materials and manufacturing techniques. We've taken 3 great outfits and made them perhaps the most perfect combination of features available on the market at this price for any player, student or professional.

Each outfit gets a beautiful new translucent, warm brown finish. This complicated and thinly applied finish brings out the incredible grain patterns found in the tight-grained spruce and select maples used in each of these outfits. With just one look, you will see violin outfits that look every bit as good as professional models costing 3-times the price. The NEW LB-15, made of the finest Brazilwood – perfectly octagonally shaped and well balanced – provides for a very resilient and responsive bow with better bounce and control. Each bow is also fitted with an ebony frog and genuine unbleached horsehair for years of playability. To top off each outfit, each instrument comes with the new Travelite® TL-33 case; which has many of the same features that have made the Travelite® brand the first name in durable, light-weight instrument protection.



SV-200 with TL-35 and LB-15 Bow

SV-175

SV-150