



Contact: Andy Rohr
Weber Shandwick Worldwide
617.520.7030
arohr@webershandwick.com

For Immediate Release

**Medford, MA Schools Take Pioneering Step
to Keep Young Musicians Healthy**

*City will be the First in the Country to Offer
Sterilized Wind Instruments to All Student Musicians*

ANDOVER, Mass., August 24, 2006 – As children head back to school this fall and music programs across the country get underway, millions of previously played flutes, trombones, trumpets, piccolos, saxophones and clarinets will be rented and loaned to students. In Medford, Massachusetts, city officials and school administrators have taken a pioneering step to ensure that the instruments delivered to their students are germ-free. Medford public schools will be the first in the country to provide students with instruments treated with the MaestroMD Sterilization system, the first-ever solution for sterilizing wind instruments, developed by Encore Etc., Inc. of Andover, MA.

Until now, no one has considered the potential health risk associated with these shared instruments. Recent laboratory studies have shown that the bacteria responsible for staphylococcal and streptococcal infections, two of the leading causes of student absenteeism, can survive inside musical wind instruments.

“We are proud to be the first school system in the nation to provide sterilized wind instruments to our students,” announced Michael McGlynn, Mayor of the City of Medford. “This new research has revealed a hidden health risk and we are pleased to offer a solution to help keep our young musicians healthy.”

A 2006 national survey conducted by Encore shows that approximately 3 million instruments are owned today by public schools across the country, and hundreds of thousands more are distributed through school music dealers. Approximately 50 wind instruments are owned by the Medford school system, and scores more are rented each year to students through its local school music dealer. All of the instruments used by student musicians in Medford will be sterilized by the MaestroMD system before being distributed this school year.



MaestroMD was developed by Dr. Lorenzo Lepore, a practicing dentist and musician, who has applied the same process for sterilizing medical and dental devices to the sterilization of musical instruments. “Parents have never considered that the rental instrument provided by their school could make their child sick,” said Lepore. “In fact, infectious microbes can actually live for extended periods of time in the dark, moist environments provided by wind instruments and their cases. Why take a risk playing an instrument when the health history of the previous player is completely unknown?”.

Dr. Ted Butler, Clinical Professor of Medicine, Tufts University of Medicine, and Board Certified in Infectious Diseases, concurs. “Everything we’ve studied from a microbiology perspective confirms what we have always intuited”, he asserts. “Personal items you put in your mouth should not be shared. There is little doubt that potential for cross contamination among players exists, and the responsible course of action, in knowing this, is clearly prevention.”

MaestroMD safely and effectively eliminates 100 percent of the bacteria that can thrive in wind instruments. The process involves shipping instruments to a regulated sterilization facility, where they are sterilized without ever leaving their cases. MaestroMD utilizes the same technology that has been used for decades to sterilize medical and dental devices.

Currently available to schools and music dealers, the MaestroMD service will be available direct to consumers later this fall.

About Encore Etc., Inc.

Encore Etc., Inc. was established in 2001 by Dr. Lorenzo Lepore, a practicing Massachusetts dentist and accomplished musician. In the mid-1990s, Dr. Lepore learned that wind instruments loaned through school music programs were not routinely sterilized. Understanding the potential health risks to student musicians, he committed the next eight years to researching a solution. Today, MaestroMD is the first and only system for safely and effectively eliminating 100% of bacteria from wind instruments. For more information, visit www.MaestroMD.com.

###