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JAZZ AT LINCOLN CENTER TAPS THE ORCHARD FOR MARKETING AND DISTRIBUTION OF NEW AND CLASSIC RECORDINGS FROM ITS VAST REPERTOIRE OF ONCE-IN-A-LIFETIME PRODUCTIONS

Worldwide Digital and National Physical Deal Will Bring Unreleased Music to Jazz Lovers Around The World

First Release on February 2 - Ted Nash's Portrait in Seven Shades Featuring the Jazz at Lincoln Center Orchestra with Wynton Marsalis

New York - November 4, 2009 - Today, The Orchard (NASDAQ: ORCD), a full service media company specializing in the distribution of music and video entertainment, announced that it has been selected by Jazz at Lincoln Center for marketing, national physical distribution, and worldwide digital distribution of both new and previously-captured recordings from the revered jazz institution.

Jazz at Lincoln Center is widely acknowledged and applauded for being at the forefront of leading the development of jazz through performance and education. A recent article in the *Wall Street Journal* commented, "from the start, the organization has built jazz awareness from the bottom up." Jazz at Lincoln Center captures the incredible sound and vibrancy of live performances that take place at the venue in its home, Frederick P. Rose Hall. The performing arts complex in New York City consists of three impressive music venues - Rose Theater, The Allen Room, Dizzy's Club *Coca-Cola* and an education and recording center. Rose Theater, The Allen Room and Dizzy's Club *Coca-Cola* use in-house state-of-the-art recording technology, allowing The Orchard to deliver the highest quality live jazz recordings around the world on its digital network.

The first album under the agreement will be *Portrait in Seven Shades*, a newly-composed suite by jazz musician Ted Nash and recorded by the world-renowned Jazz at Lincoln Center Orchestra with Wynton Marsalis. *Portrait in Seven Shades* will be released on February 2, 2010. The suite premiered at Rose Theater in 2007 and will be performed as part of the "Jazz & Art II" concerts at Jazz at Lincoln Center on February 4-6, 2010.

"I have great respect for Jazz at Lincoln Center's vision and dedication to their development of the genre," commented Richard Gottehrer, Co-Founder and Chief Creative Officer for The Orchard. "We are honored to be working alongside this organization with a worldwide brand and we will bring forward a comprehensive campaign that introduces jazz to a wider audience and increases awareness of cultural importance of jazz music."

Adrian Ellis, Executive Director at Jazz at Lincoln Center, says, "In a time of rapid change within the music industry, Jazz at Lincoln Center's model is shifting, especially in terms of digital distribution and social-networking technology. An aggressive digital distribution

strategy is essential for anyone trying to get their music out these days, especially with niche music like jazz. The Orchard provides a superb way of doing this. "

With this signing, The Orchard is set to build and expand the Jazz at Lincoln Center mission of continuing the education and performing art of jazz by introducing the music in digital and physical formats. As the catalog becomes available over the next several months, The Orchard will support releases with campaigns that employ the latest tools and forward thinking ideas in promotion- including iPhone Apps, exclusive digital video content in HD, and extra recording and dissemination of various other series that will raise awareness and expose Jazz at Lincoln Center's celebrated performances to audiences worldwide.

About The Orchard(R)

Headquartered in New York and London with operations in 25 markets around the world, The Orchard (NASDAQ: ORCD) is a full service media company specializing in the distribution of music and video entertainment. Founded in 1997, the company is a global leader in digital marketing and distribution, driving sales across more than 730 digital storefronts and mobile carriers in 69 countries. Fostering creativity and independence, The Orchard enables labels, artists and rights holders to grow and monetize audiences globally. For further information please visit www.theorchard.com.

About Jazz at Lincoln Center

Jazz at Lincoln Center is dedicated to inspiring and growing audiences for jazz. With the world-renowned Jazz at Lincoln Center Orchestra and a comprehensive array of guest artists, Jazz at Lincoln Center advances a unique vision for the continued development of the art of jazz by producing a year-round schedule of performance, education and broadcast events for audiences of all ages. These productions include concerts, national and international tours, residencies, a jazz hall of fame and concert series, weekly national radio programs, television broadcasts, recordings, publications, an annual high school jazz band competition and festival, a band director academy, jazz appreciation curriculum for students, music publishing, children's concerts and classes, lectures, adult education courses, student and educator workshops and interactive websites. Under the leadership of Artistic Director Wynton Marsalis, Chairman Lisa Schiff and Executive Director Adrian Ellis, Jazz at Lincoln Center produces more than 2,000 events each season in its home in New York City, Frederick P. Rose Hall, and around the world.

Forward Looking Statements

This release may contain certain forward-looking statements regarding The Orchard's expectations regarding future events and operating performance within the meaning of Federal Securities laws that are subject to certain risks and uncertainties and involve factors that may cause actual results to differ materially from those projected or suggested. Factors that could cause actual results to differ include, but are not limited to, the ability of The Orchard to distribute certain products, videos and films and provide certain marketing and other services. Undue reliance should not be placed on such forward-looking statements as they speak only as of the date hereof, and The Orchard undertakes no obligation to update these statements to reflect subsequent events or circumstances except as may be required by law. Additional factors that could cause actual results to differ materially from those projected or suggested in any forward-looking statements are contained in The Orchard's most recent periodic reports on Form 10-K and Form 10-Q that are filed with the Securities and Exchange Commission.

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