

Cherry Lane Music Creates Blues Masters App for iPad, iPhone & handhelds

Cherry Lane enters app market in partnership with Phoenix's G-Men Productions

for immediate release

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Phoenix, AZ/April 27, 2011 – The **Blues Masters** app (<http://itunes.apple.com/us/app/blues-masters/id406288419?mt=8>) for iPad, iPhone and handhelds is an encyclopedia for novice and experienced blues guitarists who are eager to learn the basics of blues lead guitar and to discover how the legends built their solos. **Blues Masters** teaches musicians more than 115 authentic riffs from 16 blues masters, including Wayne Bennett, Kenny Burrell, Eric Clapton, B.B. King, Stevie Ray Vaughn and Albert Collins. App features, as seen in this YouTube video <http://tinyurl.com/3ldcn28> , include:

- Audio with text commentary for each riff
- Video instruction for 15 selected riffs
- Slow down each riff to 3/4 or 1/2 speed to help user learn it
- Notes and tab, with animation, shows user what to play for each riff
- Add favorite licks to “Hot List” for convenient retrieval

When Cherry Lane Music and Hal Leonard Corporation decided to enter the app market with a blues guitar concept, they approached G-Men Productions' (<http://g-menproductions.com/index.html>) principals Glen O'Bannon, developer, and Sharon Seidl, user interface designer, to give **Blues Masters** its singular look, sound and functionality.

Presented with the finished product, H.P. Newquist – former editor-in-chief of Guitar Magazine, Executive Director of the National Guitar Museum, and author of *The Way They Play* guitar series – wrote: “The Blues Guitar app created by [G-Men Productions] is so full of enjoyable and entertaining elements that it is sure to inspire everyone who uses it to grab the nearest guitar and start playing. They’ve taken the age-old process of teaching guitar and infused it with **stunning animation, sound, photos, and video** [emphasis added] . . . I’ve been writing about the guitar, and playing it, for more years than I care to count, but seeing [this] app made my jaw drop for the first time in a decade.”

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The advertisement features four instructional materials for blues guitarists:

- MEASURES 9-10** by **DIANE ALLMAN**: A page of musical notation with a guitar diagram and text explaining the approach to these measures.
- SPIN A BLUES STYLE**: A colorful wheel of fortune-style graphic with various blues styles and names, including **Steve Ray Vaughan**.
- TAPA LEGEND**: A grid of small black and white photographs of blues legends, with text describing the importance of tapping in blues guitar.
- BLUES MASTERS BY THE BAR**: A page featuring a large image of a guitar and introductory text about the program.

In the center, there is a circular logo with a guitar and a tap foot. At the bottom, a white banner reads: **LEARN FROM THE MASTERS THEMSELVES WITH BLUES MASTERS BY THE BAR**