



## FOR IMMEDIATE RELEASE

Contact:  
Danielle Berg  
Shopatron, Inc.  
805.547.2144  
pr@shopatron.com

### **MEL BAY LAUNCHES ECOMMERCE POWERED BY SHOPATRON**

*Leading music publisher will drive online sales to retail partners and deliver a better website experience for consumers*

**San Luis Obispo, CA, July 7, 2009** – [Shopatron](#), the leading provider of eCommerce solutions for music industry manufacturers, is proud to announce Mel Bay Publications as the newest addition to its roster of high-end music industry clients.

Shopatron will provide secure online checkout services, which will attach seamlessly to Mel Bay's existing product catalog. Products in Mel Bay shopping carts will be purchased in a Shopatron-hosted checkout process. Mel Bay retailers will be engaged as order fulfillment partners, enabled through Shopatron's Coex Freedom order exchange. Initially, Mel Bay will make products available for purchase with shipment or in-store pickup in the United States. The company expects to launch Shopatron-powered eCommerce in the United Kingdom later this year.

"We are always looking to better serve our customers. With Shopatron, Mel Bay dealers will make additional sales and profit from consumer orders placed online at [www.melbay.com](#). We can offer our entire catalog to consumers for convenient online purchasing, while strengthening our relationships with retailers. It's a win-win situation that lets everyone succeed," said Bryndon Bay, President of Mel Bay Publications, Inc. "As an added benefit, customers have the option to pick up merchandise in their local music stores."

"We are excited to welcome Mel Bay to the Shopatron community," said Ed Stevens, Founder and CEO of Shopatron. "Mel Bay's strong commitment to retailers will drive growth immediately and long into the future. Consumers will be better served and will be more likely to purchase a Mel Bay product when they visit the Mel Bay website."

Mel Bay joins over 30 music industry manufacturers who use Shopatron's Coex Freedom order exchange to enable fulfillment of consumer orders by retail partners across North America.

### **About Shopatron**

Shopatron, Inc., the leading provider of global eCommerce solutions for consumer goods industries, allows its merchants to engage consumers with a fantastic



experience, from shopping through fulfillment. Orders placed on Shopatron merchant websites are filled by a managed, distributed network of fulfillment partners, typically local retailers. Local fulfillment speeds delivery, motivates fulfillment partners to stock more inventory, and facilitates In-Store Pickup, a convenience valued by a majority of online shoppers.

Headquartered in San Luis Obispo, CA, Shopatron operates Coex Freedom, an order exchange with more than 600 merchants and 10,000 fulfillment partners across 35 consumer products industries. Some of Shopatron's merchant clients include Berkley Fishing, Brooks Running, Callaway Golf, D'Addario, Johnson Outdoors, Mammut, MK Diamond, Nordica, Panasonic, Spy Optic, Stearns, and Thule. For more information and a full client list, visit [ecommerce.shopatron.com](http://ecommerce.shopatron.com).

### **About Mel Bay**

Established in 1947, Mel Bay Publications produces and distributes a wide variety of instructional books, DVDs, CDs, and accessories which cover almost every conceivable type of instrument including: guitar, mandolin, banjo, ukulele, dulcimer, harmonica, fiddle, percussion and many more. Offering instructional materials for the most diverse and selective musicians, Mel Bay's titles represent a number of musical styles including: classical, jazz, bluegrass, rock, blues, folk music and more.

Melbourne E. Bay (1913-1997) changed the world of guitar instruction beginning with his cornerstone "Modern Guitar Method" and "Rhythm Guitar Chord System." Sales of his Modern Guitar Method series are estimated to be well in excess of 20 million copies. Mel Bay established the structure for modern guitar education and by so doing, helped create the foundation for the continued growth and advancement of the instrument. It is difficult to find a guitarist worldwide who has not, at some point, studied one of Mel's method books.

Mel Bay Publications is also the North American distributor of numerous books and DVDs by such distinguished publishers as Chanterelle Verlag, AMA of Germany, Walton's of Ireland, Voggenreiter, Mallys Music, Lick Library, Stefan Grossman's Guitar Workshop, Acutab, Learn Roots Music, and The Murphy Method.