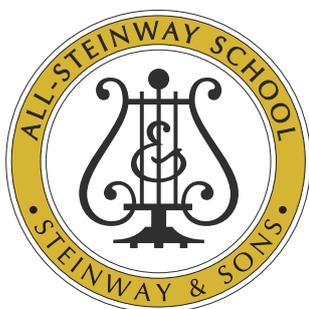


# The Royal Welsh College of Music and Drama

## 62 NEW PIANOS IN BEFORE LUNCH... ...WITH NO BUDGET FOR PIANOS? 'ALL-STEINWAY SCHOOL'



ON MARCH 4, 2009, STEINWAY & SONS ANNOUNCES THE OPENING OF THE FIRST ALL-STEINWAY CONSERVATOIRE IN THE UNITED KINGDOM. THE ROYAL WELSH COLLEGE OF MUSIC & DRAMA SIGNED A GROUNDBREAKING DEAL WITH STEINWAY FOR THE LARGEST, MOST VALUABLE SHIPMENT OF PIANOS EVER DELIVERED TO THE U.K.



A commitment to excellence

62 brand-new pianos were delivered, including 19 Steinway & Sons grand pianos, one new model D concert grand, 18 Steinway upright and 24 Essex grand and upright pianos. A few days after selecting the Steinway pianos at Steinways' Hamburg factory in January '09, all 62 pianos were delivered to the college, in just one morning.

"We're thrilled and delighted to have established this partnership with Steinway to provide the pianos at the Royal Welsh College," said Principal Hilary Boulding. "Steinway & Sons are a world leader in the manufacture of pianos and share with us the aim of helping musicians to achieve musical excellence. We're delighted that all our students will have access to such wonderful instruments for both rehearsals and performance."

It is an important milestone in the history of Steinway & Sons to welcome the Royal Welsh College as the first 'All-Steinway Conservatoire' in the U.K. The family of 'All-Steinway Schools' continues to grow...