

HENRY Z. STEINWAY
109 WEST 57th STREET
NEW YORK, N.Y. 10019

Jyotindra Parekh
Steinway Piano Gallery
6650-B Roswell Road
Atlanta, GA 30328

Dear J.P. =

Bruce and I had lunch yesterday with Dr. Robert Pace the famous piano teacher. We have known each other over forty years, and the whole industry knows the great work he has done.

With him was his Granson, whose card is attached. As you can see, he is an attorney with a big law firm in Atlanta. This is just to tell you that I told him about your fine store in case any of his clients or partners were in need of piano service, advise, or maybe even want to buy a piano.

Very best -

Hy

25 April 2003

GREENBERG
ATTORNEYS AT LAW
TRAURIG

HAYDEN PACE

GREENBERG TRAUIG, LLP
THE FORUM • 3290 NORTHSIDE PARKWAY, N.W. • SUITE 400
ATLANTA, GEORGIA 30327
DIRECT TELEPHONE 678-553-2670 • DIRECT FACSIMILE 678-553-2671
E-MAIL paceh@gtlaw.com • WEBSITE www.gtlaw.com

Music Gallery Supports Florida Orchestra

The Music Gallery of Holiday, Fla., recently donated \$15,000 to the Florida Orchestra. The donation was generated at the company's third-annual Florida Orchestra Benefit Sale this past March, where the Music

Gallery sold about 40 pianos.

"This brings the Music Gallery's total contribution to the orchestra to about \$70,000 in cash and gifts," said Duane Royer, the Music Gallery founder and president.

The Music Gallery's Charlie Hunt presented the check to orchestra officials at the annual benefit luncheon of North Suncoast Associates, a fundraising guild for The Florida Orchestra.

Atlanta's Steinway Piano Galleries Celebrates Expansion

On March 30, Atlanta's Steinway Piano Galleries held a grand opening celebration for its newly-renovated facility. The festivities included appearances from piano-industry executives, the dedication of a 150-capacity piano recital room as well as recognition of the piano's 300th birthday.

In attendance were piano industry veterans Henry Steinway, Steinway & Sons' Bruce Stevens



Henry Steinway (left) and Jyotindra Parekh cut the cake celebrating the piano's 300th birthday.

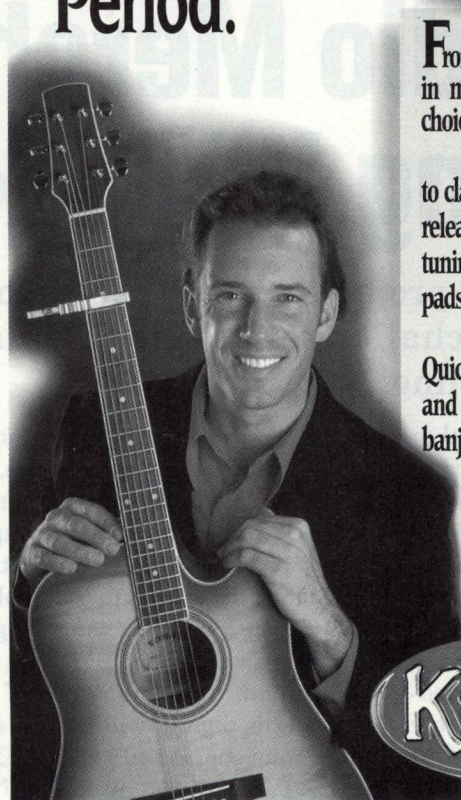
and Frank Mazurco, NAMM president Paul Murphy and Jordan Kitt's Music president William J. McCormick Jr.

"This is our way of welcoming and apprising the public of our vast selection of pianos and the special services we offer," said Jyotindra Parekh, president of Atlanta's Steinway Piano Galleries.

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STEINWAY *Piano* GALLERIES

6650 B Roswell Rd.
Atlanta, GA 30328
(404) 257-2070
Fax (404) 257-8894

April 3, 2000

Mr. Henry Steinway
Chairman Emertus
Steinway & Sons
Steinway Place
Long Island City, NY 11101

Dear Mr. Steinway:

I would like to take this opportunity to thank you for your visit to The Steinway Piano Galleries last week and be our honored guest. We sincerely appreciate it very much.

Your presence and the reception in your honor made this event an extra special one for all of us at The Steinway Piano Galleries and at Jordan Kitts Music. With your good wishes, I am sure that we can achieve our goal of being the best piano store in the nation.

Once again thank you very much for your visit and it has been a real pleasure having you at The Steinway Piano Galleries.

Best wishes,

All your friends at
The Steinway Piano Galleries

Mr. Steinway,
I was rereading
this Guide posts mag.
the other evening...
This little article
popped out!
I thought you
might like to
read it too!

This Rice
Steinway Piano
Ballerinas
March, 2000

wrote her
thks

HMW

His Mysterious Ways

Jobs were hard to find in New York City in 1930. Just 19, I was fresh off the boat from Sweden and didn't speak any English.

When I'd boarded the train in my hometown of Karlskrona, Sweden, a woman next to me had asked, "Where are you going?"

"America," I said. "To make a new start."

"My cousin Lars works in New York City," she informed me. "At the Steinway piano factory. Look him up when you get there." She wrote on a piece of paper, handed it to me and said, "God be with you."

It was a sweltering New York day when I set out in search of the factory. I had no idea where it was. I wandered the city for hours, showing people that scrap of paper, which bore four words: "Lars Olsen—Steinway Piano." Nobody was able to help me.

I was disappointed, and so tired. When I saw a parked car I opened the door and slid into the front seat. Where I was from anyone could rest in someone else's wagon or cart. I hoped the same was true here.

I soon fell asleep, but was jolted awake by the blast of a whistle. Workmen streamed out of a nearby building. One of them yelled at me, in English. *What is he so upset about?* I answered instinctively in Swedish that I was sorry. Amazingly, he responded in Swedish, "What are you doing in my car?" I explained, then showed him that piece of paper. The man smiled. He said the whistle I had heard announced the end of the workday at Steinway & Sons. Then he walked me around the corner and introduced me to someone who got me a job as a painter.

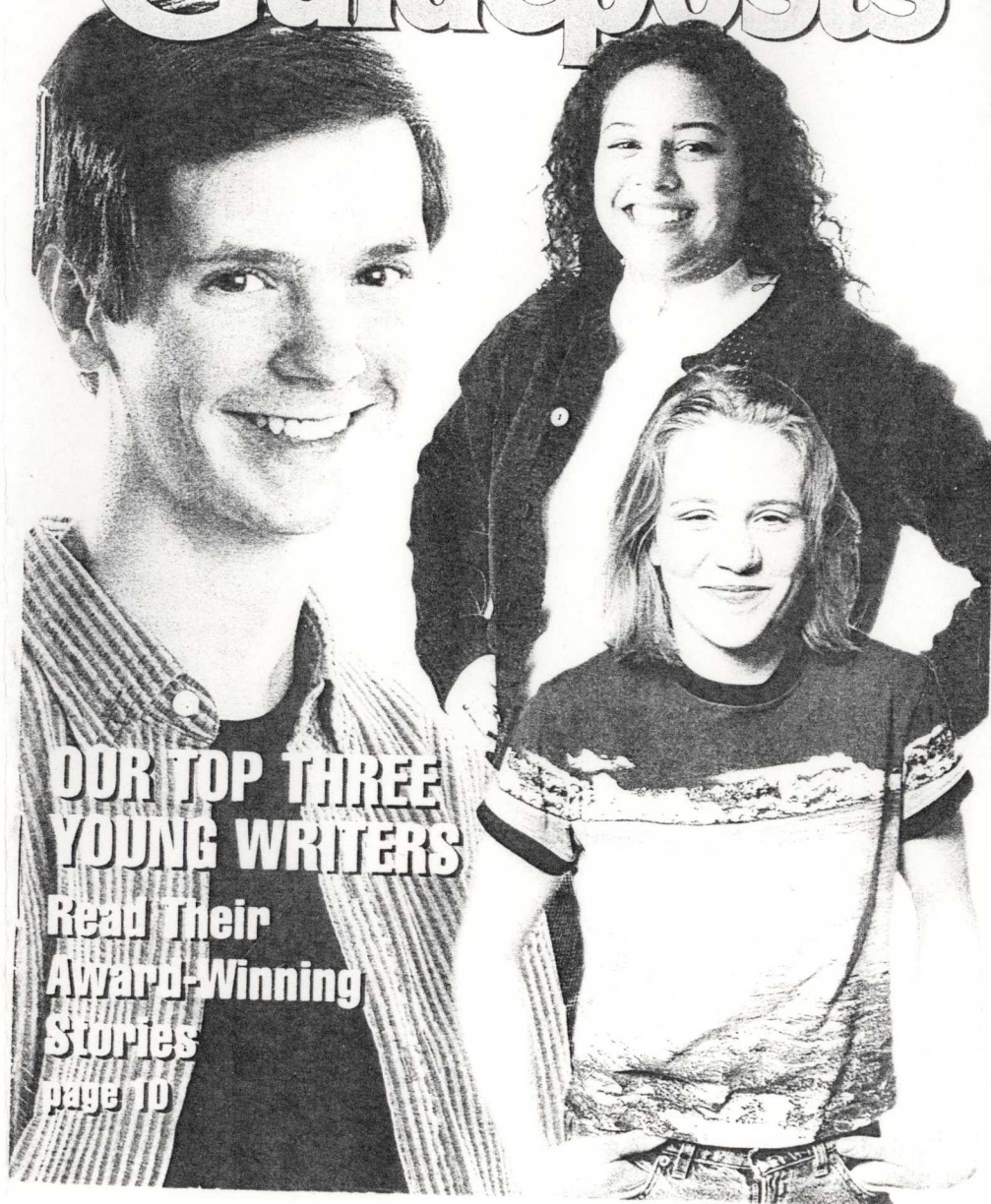
By now you've probably guessed. The man who owned the car was Lars Olsen.

A. Samuel Mattson, Cheshire, Connecticut

Guideposts

A PRACTICAL GUIDE
TO SUCCESSFUL LIVING

JUNE 1999



OUR TOP THREE
YOUNG WRITERS

Read Their
Award-Winning
Stories
page 10

RETAILER UPDATE

STEINWAY PIANO GALLERIES OPENS IN ATLANTA

STEINWAY PIANO GALLERIES of Atlanta began its Grand Opening festivities in its newly renovated 14,000-square-foot facility with piano giants, autographs of newly purchased pianos by Henry Steinway, the naming of a 150-capacity piano recital room, and recognition of the piano's 300th birthday. Also featured were workshops and concerts from world-renowned piano artists. The festivities began in March and will continue until June.

"This is our way of welcoming and apprising the public of our vast selection of pianos and the special services we offer," explained Jyotindra M. Parekh ("J.P."), president of Steinway Piano Galleries in Atlanta.

The Grand Opening included some



IN FRONT OF STEINWAY PIANO GALLERIES in Atlanta—(from left): Jyotindra Parkekh ("J.P."), pres., Steinway Piano Galleries; William J. McCormick Jr., pres. Jordan Kitt's Music; Bruce Stevens, pres., Steinway & Sons; Barbara Kirby; Frank Mazurco, executive vice-president, Steinway & Sons; and Henry Z. Steinway.

RETAILER UPDATE

notable figures in the piano industry: Henry Z. Steinway, great-grandson of the Steinway Piano founder; Bruce Stevens, 15-year president of Steinway & Sons; William J. McCormick Jr., president and chairman of Jordan Kitt's Music, who acquired Atlanta's Piano Gallery and renamed it Steinway Piano Galleries in January; Frank Mazurco, executive vice-president of Steinway & Sons; Paul Murphy, president of NAMM; and concert artists Larry Dalton of Steinway & Sons and Rick Depiro of Technics.

"I can assure you that there is no piano retailer in America more dedicated to complete customer satisfaction than my friends at Steinway Piano Galleries," said Henry Z. Steinway, featured guest at the Grand Opening.

Steinway Piano Galleries began its Grand Opening celebration with workshops, seminars, and concerts during the month of March. Factory representatives conducted seminars for consumers, educators, and piano technicians, featuring digital and acoustic pianos.

A unique feature of the Piano Gallery is its 150-capacity recital room for area music teachers to use, which coincidentally was named after Barbara Kirby, the previous owner of The Piano Gallery in Atlanta, during a surprise announcement by McCormick.

In a previous supermarket site, the newly renovated 14,000-square-foot facility ranks Steinway Piano Galleries as the largest exclusive piano retailer in the Southeast and one of the largest in the country. Formerly known as The Piano Gallery that was acquired by Jordan Kitt's Music in 1998, the company attained over a 300% increase in sales during its first year of operation, 1998-1999. It is the authorized retailer for Steinway, Boston, Kohler & Campbell pianos; Technics and Samick



***You Are Cordially Invited
To Attend A Special Reception & Recital***

*Commemorating the grand opening of Steinway Piano Galleries
and featuring guests of honor*

*Mr. Henry Z. Steinway, Chairman Emeritus
& Mr. Bruce Stevens, President of Steinway & Sons*

Thursday, March 30th, 2000

Reception at 6:30pm

Recital at 8:00pm featuring the talents of Steinway Artist Larry Dalton

***at Steinway Piano Galleries
6650 Roswell Road, Atlanta, GA***

Call to RSVP for either event by Friday, March 24th: (404) 257-2070