

Learning Community Group
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THE LEARNING COMMUNITY GROUP IS CERTIFIABLY MAD™ WITH MADWAVES LTD.

The Companies Make Music Together With Exclusive Deal

BOSTON, MA, - July 28th, 2003 - Today, the Learning Community Group and MadWaves UK, Ltd. (London) announced that they have entered into an exclusive development and distribution agreement in the non-profit business sector for MadWaves' product, the Mad Player™. The agreement designates the Learning Community Group (LCG) as the exclusive point of purchase for all non-profit organizations in the United States, and as a preferred partner in the music education market. MadPlayer is a portable hand-held device that inspires and empowers anyone to create and interact with their own beats, music, and songs. Operated by MadWaves' proprietary Generactive™ Music Technology, the MadPlayer generates unique, unlimited copyright-free music of exceptional sound quality users can play with, change, listen to and share with others.

Waves Through The Community

"The Mad Player™ adds tremendous value to our musical research and pedagogical process," said Craig Davis, LCG Founder and Vice President. "The MadPlayer™ bolsters the Learning Community Group's list of products and services, including customized multimedia solutions, specialized consultation and training services, and ongoing educational initiatives."

Under the terms of the Agreement, Madwaves and TheLCG will work jointly on public relations, product development and the establishment of a requirements process.

"So many young people benefit from the services of the types of non-profit organizations with which the Learning Community Group works," said Voislav Damevski, MadWaves' CEO. "Now, TheLCG also will be able to offer them the inspiration and motivation that MadPlayer provides – further empowering young people to make music with it. At the same time, this work will grow both our businesses. It's a win/win all around."

Special Pricing Available to Non-Profits.

The Learning Community Group is offering special pricing on the MadPlayer to non-profit organizations. For further information, email TheLCG at sales@thelcg.com, or use the contact information provided with this release, below.

About The Learning Community Group

The Learning Community Group (LCG) is a research and teaching organization that provides schools and communities with strategic technology planning, curriculum development, web-based communication systems,

and end-user training. TheLCG serves non-profit organizations such as schools, libraries, early childhood and crisis centers, homeless shelters, and museums such as the Boston Museum of Science.

About MadWaves

MadWaves designs, develops, markets, and licenses software and hardware solutions that bring interactivity to digital music. The Company delivers generative and interactive music solutions and interactive products and software for application to the web, personal computers, consumer/business products and wireless devices. The Company sells and licenses its products to companies that want to add interactivity and generative music features to their consumer digital audio-related products. MadWaves LTD., UK is headquartered in London with its R&D facility in Sophia Antipolis, France; MadWaves also maintains offices in Boston, New York and San Mateo, CA.

For Further Information

Email TheLCG at sales@thelcg.com, or visit TheLCG website at www.thelcg.com, or contact Laurie A. Rich, MadWaves' Director, MadComm, in New York at 845.876.6330 or lrich@madwaves.com. Or visit MadWaves' web site, www.madwaves.com.