



InstantEncore

Mobile Solutions for the Performing Arts

InstantEncore Inc. APPOINTS CHRIS MONTGOMERY AS NEW CEO

San Diego, March 1, 2016 – InstantEncore Inc. has appointed Chris Montgomery as Chief Executive Officer. Montgomery begins his role immediately and will be based in San Diego.

Montgomery brings a wealth of experience across the mobile, digital media and the performing arts sectors. He is keenly aware of the changing dynamics of the mobile and live entertainment experiences and will be responsible for accelerating growth, harnessing innovation and re-defining what the performing arts experience means in the future.

“Chris comes to us with a wealth of experience in both the arts and technology worlds - a truly great fit for InstantEncore. We couldn't be happier to have him on our team and it bodes well for our future”, said Evan Schumacher, CTO of InstantEncore. “Chris also has strong vision and leadership abilities that will help us further develop our mobile solutions platform and innovate across the performing arts sector.”

Prior to joining InstantEncore, Montgomery held leadership positions at across a number of music and technology related companies. As EVP, Commercial Development for the Royal Conservatory he led the expansion of the famed music curriculum across North America. As Head of North America and Global VP of Marketing for EMI Classics, he managed the legendary catalogue of EMI Classics recordings and worked with countless recording artists, ensembles and venues around the world. He began his music industry career at BMG Entertainment in Toronto.

Montgomery has also held a number of key international digital media positions. At Diamond Multimedia, he was on the team that launched the first portable mp3 player (Rio) and spinout, RioPort.com. He launched the first on-demand subscription service at MP3.com, and following the acquisition of MP3.com by Vivendi Universal, was appointed SVP, Digital Media based in Paris. He progressed through the organization to CEO, MP3.com Europe. He has also consulted in the areas of digital media and strategy to companies ranging from Target, British Telecom, and Sony. As a recognized expert in the areas of music and digital media, Montgomery has published case studies and has spoken at leading industry conferences.

Montgomery earned an M.B.A from the University of Edinburgh, a B.A. in Education from the University of Toronto and a B.A. in Music from the University of Western Ontario. Montgomery is also an Honorary Professor at the University of Edinburgh Business School and sits on their International Advisory Board.

About InstantEncore Inc.

InstantEncore is the leading provider of mobile solutions to performing arts organizations around the globe. Our partners use the **InstantEncore** platform to power their mobile apps, enhance live experiences and create deeper relationships with their audiences. **InstantEncore** partners include Chamber Music Society of Lincoln Center, Curtis Institute of Music and Dallas Summer Musicals. With Tessitura™ Network, Inc., our partners include the New York Philharmonic, The Shaw Festival and Santa Fe Opera.

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