

PRESS RELEASE

For immediate release
July 14, 2006

ADVENTURESOME JAZZ LABEL REACHES OUT TO A NEW AUDIENCE

DESIGN DELINEATIONS CREATES AN APPROACHABLE USER FRIENDLY EXPERIENCE FOR SITE VISITORS

Norwood NY --- Respected leader in the Jazz community CIMP Records is known for its honest recordings of improvised music sessions by a talented and eclectic mix of artists. After years of successfully distributing music via a text-only Web site, Principal Marc Rusch decided that it was time for a change. Rusch commented, "We wanted to upgrade the Web site and reach out to a larger audience with a more transparent and user friendly experience online."

Harvey A. Ramer of Design Delineations in Norwood, NY (www.designdelineations.com) created the new look and feel and engineered the back-end programming of the site with an eye towards ease of use for current CIMP fans and a more mainstream audience as well. The new design places special attention on using the album cover art and audio samples effectively while keeping the home page free of unnecessary clutter. The site also includes album reviews, MP3 downloads and comments on each album from producer Robert Rusch.

The new Web site (www.cimprecords.com) makes no assumptions about whether visitors know the CIMP Records label and provides a more transparent window into the workings of a fascinating label and its avant-garde improvised music.

Contact: Harvey A. Ramer, Proprietor, Design Delineations, 4 Prospect St., Norwood NY 13668, 866-874-8710 (toll free) or 315-262-0469 www.designdelineations.com