



# The Recording Academy®

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***For Immediate Release***

## ***NEWS RELEASE***

### **THE RECORDING ACADEMY® ANNOUNCES APPOINTMENT OF PETER ANTON AS VICE PRESIDENT, DIGITAL MEDIA**

**SANTA MONICA, Calif. (Nov. 24, 2008)** — The Recording Academy® today announced that it has appointed Peter Anton as its Vice President, Digital Media. In this newly created role, Anton will report directly to Executive Vice President David Grossman.

"With more than 20 years in digital entertainment, music and technology at both small and large companies, Peter brings a wealth of experience to The Recording Academy by incorporating multiple disciplines that apply to today's world," said Grossman. "With a seasoned professional like Peter at its helm, our digital media initiatives and programs will keep The Academy competitive in this dynamic marketplace. His background of forging ahead with projects in the early days of the digital new media revolution is a huge asset."

Under Anton's leadership, the Digital Media department will work closely with The Academy's business units to identify and implement strategies that will benefit all constituent groups. Anton also will provide high-level digital media strategy to move The Recording Academy brand forward in today's online space.

Prior to joining The Academy, Anton was Senior Vice President of Sportnet, a division of the Wasserman Media Group. There, his responsibilities included day-to-day management of content and editorial strategy, marketing, operations, and P&L responsibility for all online action sports properties. Additionally, Anton was responsible for overseeing Studio 411, an award-winning action sports production and distribution studio. Prior to that, he held the position of Senior VP, Operations, Production & Design with Sony Corporation of America, where he helped build, manage and oversee operations related to Sony Connect and Connect Music Store. For more than 11 years at Sony, he built and ran operations, production, design, and technology teams across multiple products, services and territories within various business units (Sony Music Entertainment, Sony Broadband, Sony Pictures Digital and Sony Corporation of America).

Anton was also co-founder/President and CEO of TMINUS10 — a 550DMV/Sony Broadband Venture — where the focus was on creating innovative entertainment delivery solutions, which encompassed everything from broadband audio/video services and online game technology to entertainment delivery on wireless devices and other emerging entertainment delivery strategies to a variety of clients and companies.

Established in 1957, The Recording Academy is an organization of musicians, producers, engineers and recording professionals that is dedicated to improving the cultural condition and quality of life for music and its makers. Internationally known for the GRAMMY Awards — the preeminent peer-recognized award for musical excellence and the most credible brand in music — The Recording Academy is responsible for groundbreaking professional development, cultural enrichment, advocacy, education and human services programs. In its 50th year, The Academy continues to focus on its mission of recognizing musical excellence, advocating for the well-being of music makers and ensuring music remains an indelible part of our culture. For more information about The Academy, please visit [www.grammy.com](http://www.grammy.com).

A photo of Anton is available upon request.

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