N E W S R E L E A S E

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You, too, can be a conductor! UBS, The Philadelphia Orchestra's season sponsor, presents the UBS Virtual Maestro

Interactive kiosk at The Kimmel Center for the Performing Arts until April 15 allows participants to conduct an orchestra using cutting-edge technology

(*Philadelphia*, March 27, 2008) – Anyone can become the maestro and conduct an orchestra with the UBS Virtual Maestro, a unique, interactive exhibit that gives audience members the chance to conduct a "virtual orchestra," controlling the tempo and volume of an on-screen ensemble using cutting-edge technology. The UBS Virtual Maestro is brought to the lobby of The Kimmel Center for the Performing Arts by UBS, the season sponsor of The Philadelphia Orchestra, and will remain on display until April 15.

Similar to the technology used in video games such as *Guitar Hero* and *Rock Band*, which allows players to act out their rock star fantasies, the UBS Virtual Maestro gives classical music fans the chance to conduct a virtual orchestra. All performance-goers and visitors to the Kimmel Center are invited to step up to a music stand and pick up a special electronic controller and conduct the music of Berlioz, Rossini, or Tchaikovsky. When the controller is raised, the virtual musicians raise their instruments. The faster the controller is moved, the faster the musicians will play. Moving the controller more slowly slows down the musicians. Bigger movements make the musicians play louder and smaller movements make them play softer. When the music finishes, the orchestra stands and applause rewards the novice conductor for a job well done.

The UBS Virtual Maestro is scheduled to travel to nine different UBS-sponsored orchestras and music festivals throughout the United States during the 2007-08 season, including the Boston Symphony Orchestra, Los Angeles Philharmonic, Seattle Symphony, Utah Symphony, the Minnesota Orchestra, the Cleveland Orchestra, and the Ravinia Festival. UBS is proud to work with The Philadelphia Orchestra and The Kimmel

– *more* –

Center for the Performing Arts to bring this one-of-a-kind interactive music experience to the Philadelphia area.

UBS is one of the world's leading financial firms, serving a discerning international client base. Its business, global in scale, is focused on growth. As an integrated firm, UBS creates added value for clients by drawing on the combined resources and expertise of all its businesses.

UBS is the leading global wealth manager, a top tier investment banking and securities firm, and one of the largest global asset managers. In Switzerland, UBS is the market leader in retail and commercial banking.

UBS is present in all major financial centers worldwide. It has offices in 50 countries, with about 39% of its employees working in the Americas, 33% in Switzerland, 16% in the rest of Europe and 12% in Asia Pacific. UBS's financial businesses employ more than 80,000 people around the world. Its shares are listed on the SWX Swiss Stock Exchange, the New York Stock Exchange (NYSE) and the Tokyo Stock Exchange (TSE).

Founded in 1900, The Philadelphia Orchestra has distinguished itself as one of the leading orchestras in the world through over a century of acclaimed performances, historic international tours, best-selling recordings, and innovation in recording technologies and outreach. The Orchestra has maintained an unparalleled unity in artistic leadership with only six music directors piloting its first century. This rich tradition has been carried on by Christoph Eschenbach, who became music director in September 2003.

Recent Philadelphia Orchestra highlights include multi-casting a concert to large-screen venues through the Internet2 network; the launch of the Orchestra's Online Music Store in September 2006; regular broadcasts on NPR beginning in April 2006; a series of critically acclaimed recordings led by Mr. Eschenbach and released in partnership with Ondine Records; and an ongoing $125 million endowment campaign launched in 2003.

The Philadelphia Orchestra annually touches the lives of more than one million music lovers worldwide through its performances, publications, recordings, and broadcasts. The Orchestra presents a subscription season at The Kimmel Center for the Performing Arts in Philadelphia, in addition to education and community partnership programs, and appears annually at Carnegie Hall. Its summer schedule includes a series at The Mann Center for the Performing Arts, free Neighborhood Concerts, and residencies at the Saratoga Performing Arts Center and Bravo! Vail Valley Music Festival.

For more information on The Philadelphia Orchestra, please visit www.philorch.org.

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