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FOR RELEASE AFTER JULY 23, 2007

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ZILDJIAN INTRODUCES THE ARMAND ZILDJIAN CYMBAL SERIES

Named For Its Long-Time Patriarch, Zildjian's New Line Resurrects A Classic Sound

Norwell, MA – July 23, 2007 – The Avedis Zildjian Co, the world's leading cymbal manufacturer is proud to introduce a new line of cymbals named for the man who helped guide Zildjian into the 21st Century. The Armand Zildjian Cymbal Series includes nine new models and is based on the popular 19-inch Armand "Beautiful Baby" Ride. This series captures the classic "A" sound of the 1960's that helped define a musical era and include 20 and 21-inch Rides, 16 and 18-inch Medium Thin and Thin Crashes, 13 and 14-inch HiHats and a 10-inch Splash. All are available in a Traditional finish.

The new Armand Series is part of the "A Zildjian" range of cymbals, but offers its own unique characteristics. New shaping techniques create a slightly lower profile than the current A Zildjians and help to offer a special warm and smooth blend of overtones. Lighter weight specifications promote a faster cymbal response with special lower pitched overtones without loss of projection potential, and a tighter lathe pattern on the top of each model results in a unique feel.

The 20 and 21-inch Armand Rides are medium-thin in weight and offer a sweet shimmering quality of overtones without loss of control or Ride articulation and feature a larger sized cup for excellent bell access. The existing 19-inch Armand Ride features a three-rivet cluster and Armand's signature and "Beautiful Baby" laser etched into the cymbal.

The 16 and 18-inch Armand Medium Thin Crashes contain a robust body of overtones while cutting easily through with a bright and fast response. The 16 and 18-inch Armand Thin Crashes are extra fast, bright and shimmering with a warm full blend of overtones. Perfect for bright and clear accents, the paper-thin weight 10-inch Armand Splash will complement any set-up.

Featuring a medium-thin weight top and a medium weight bottom, the 13 and 14-inch Armand HiHats have a fast response and an articulate cymbal sound with a warm "chick" and are versatile enough for almost any style of music.

During the explosion of rock and pop music of the 60's, the great drummers of groundbreaking bands used A Zildjian cymbals to make their mark. You can hear Zildjian's distinctive sound in the great recordings of that era, from The Beatles to The Beach Boys, from Cream to The Jimi Hendrix Experience, from The Rolling Stones to Chicago. The new Armand Series resurrects those sounds with these exciting new models.

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Born in Milton, Massachusetts in 1921, Armand was the first Zildjian to be born and raised in America. In the European tradition, Armand was immersed in the family business at a very early age. As an eight year old, Armand witnessed his great uncle Aram's historic visit to America. With Aram's help, the business was relocated from Constantinople to Massachusetts in 1929 just months before the Great Depression.

Armand, himself an amateur musician, always felt fortunate to have been born into a musical tradition. By the time he was fourteen, he had been taught the Zildjian secret process of melting alloys and was skilled in every phase of the manufacturing operation. His father, Avedis III, insisted that Armand work Saturdays, school vacations and summers, but Armand never resented the long hours he worked. "My Father came from the old country", said Armand, "and that's just how it was. And, I'm thankful that I was brought up that way."

In the years to come, Armand developed close friendships with Buddy Rich, Louie Bellson, Shelly Manne, Elvin Jones and all the great drummers of the day. Armand then passed along what he had learned from that generation of legendary drummers to help the next generation of drummers find their signatory sounds.

After the War, Armand assumed full responsibility for manufacturing. This allowed him the freedom to experiment and develop new sounds, something he continued to do for the rest of his life. Armand enjoyed his role in R & D, which came naturally to him. In his words, "You have to follow the music and listen to the people who are playing it and learn from them. Then you have to make your product go where they are going."

During his 65-year career, Armand was awarded a number of honors. In 1988, he received an Honorary Doctorate from Berklee College of Music. In 1994, he was inducted into the Percussive Arts Society Hall of Fame. He was also one of the few manufacturers to be honored at the "Rock Walk" on Sunset Boulevard in Los Angeles, and in 2002 was presented with the Modern Drummer Editor's Achievement Award. Despite all these accolades, Armand (like his father before him) remained a very humble man, who was commonly described as unpretentious.

Armand's daughter and company CEO, Craigie, strongly agrees that Armand used his charismatic personality and legendary humor to put people at ease. And, although he was considered to be the world's foremost authority on cymbals, he was very approachable. People felt comfortable coming to him to discuss their cymbal needs. Armand was so approachable because he believed that Zildjian's mission was to remain stewards of a 380 year-old tradition of serving drummers and percussionists around the world.

Armand Zildjian passed away December 26, 2002 at his home in Scottsdale, Arizona at the age of 81.



AVAILABILITY CHART

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ARMAND ZILDJIAN CYMBAL SERIES

MODEL	SOUND	SIZES	FINISH	WEIGHT	PART #	SUGG. LIST PRICE
Armand Ride	<ul style="list-style-type: none"> Sweet, shimmering quality of overtones Excellent control and Ride articulation Larger sized cups 	20"	T	MT	A8014	\$428
		21"	T	MT	A8015	\$470
Armand Medium Thin Crash	<ul style="list-style-type: none"> Robust body of overtones Cuts through with a bright, fast response 	16"	T	MT	A8010	\$316
		18"	T	MT	A8012	\$373
Armand Thin Crash	<ul style="list-style-type: none"> Extra fast, bright and shimmering Warm, full blend of overtones 	16"	T	T	A8011	\$316
		18"	T	T	A8013	\$373
Armand HiHats	<ul style="list-style-type: none"> Fast response and articulate HiHat sound Warm "chick" sound Versatile for almost any style of music 	13" Pair	T	MT M	A8004	\$470
		13" Top	T	MT	A8005	\$235
		13" Bottom	T	M	A8006	\$235
		14" Pair	T	MT M	A8007	\$526
		14" Top	T	MT	A8008	\$263
		14" Bottom	T	M	A8009	\$263
Armand Splash	<ul style="list-style-type: none"> Perfect for bright and clear Splash accents Excellent addition to any cymbal set-up 	10"	T	PT	A8002	\$180