

**MakeMusic
Acquisition by LaunchEquity
Shareholder Q&A**

Individual Shareholders

1. What is a tender offer?

A: A tender offer is when a company or individual makes an offer, either solicited or unsolicited, to purchase some or all of the shares in a corporation. In this case, LaunchEquity has entered into a merger agreement with MakeMusic to purchase all of the outstanding shares of the company, and the first step in that process is a tender offer by LaunchEquity. LaunchEquity already owns approximately 27.8% of the outstanding shares of the company.

2. What does it mean that LaunchEquity has commenced its tender offer?

A: The commencement of a tender offer means that shareholders are provided with information and a means to sell (or “tender”) their shares to LaunchEquity. It is not anticipated that those materials will be available for the shareholders until around the end of March 2013.

3. How soon can I sell my shares?

A: Around the end of March, LaunchEquity will file its tender offer materials with the SEC and distribute the tender offer materials to MakeMusic’s shareholders. Those materials will specify the period and process by which you can tender your shares for purchase by LaunchEquity, if you so desire.

4. Is the Special Planning Committee and Board recommending that I sell my shares?

A: The Special Planning Committee and Board have unanimously approved the transaction. The Committee’s and Board’s recommendation to shareholders regarding the transaction and reasons for their recommendation will be contained in the Schedule 14D-9 that we will file with the SEC and furnish to our shareholders around the end of March.

5. Do you think another party will make a superior offer?

A: The definitive merger agreement allows for unsolicited bids if certain procedures are followed. I’m not going to speculate about whether or not a superior bid will emerge.

6. What are my options if I don’t want to tender my shares or don’t agree with the offer price of \$4.85?

A: The tender offer materials and the company's Schedule 14D-9 expected to be available and distributed around the end of March will explain a shareholder's alternatives, including any dissenters' rights.

7. Were there additional interested parties other than LaunchEquity?

A: The Special Planning Committee conducted a thorough and complete process and a significant number of both strategic and financial prospects were contacted. There were other interested parties and the merger agreement negotiated with LaunchEquity was determined to be the best offer for our shareholders and was unanimously approved and recommended by the Special Planning Committee and the Board of Directors.

8. Why did the process take so long?

A: The Special Planning Committee conducted a thorough and complete process and a significant number of both strategic and financial prospects were contacted and there were various parties that participated in the process as it evolved. We could not predict how long the process would take but it has been concluded with the Special Planning Committee and Board of Directors unanimously approving the merger agreement with LaunchEquity.

Important Additional Information

*The tender offer described in this communication for all of the outstanding shares of common stock of MakeMusic has not yet commenced. LaunchEquity intends to file tender offer documents with the Securities and Exchange Commission (the "SEC"). This communication is for informational purposes only and does not constitute an offer to purchase, or a solicitation of an offer to sell, shares of common stock of MakeMusic, nor is it a substitute for the tender offer documents. **Investors and MakeMusic shareholders are strongly advised to read the tender offer documents, the related solicitation/recommendation statement on Schedule 14D-9 that will be filed by MakeMusic and the related Schedules 13E-3 that will be filed by MakeMusic and LaunchEquity with the SEC, and other relevant materials when they become available, because they will contain important information.***

Investors and MakeMusic shareholders can obtain copies of these materials (and all other related documents filed with the SEC) when available, at no charge on the SEC's website at www.sec.gov. Copies can also be obtained at no charge by directing a request to LaunchEquity at LaunchEquity Partners, LLC, 4230 N. Oakland Avenue #317, Shorewood, WI 53211-2042, or by phone at (414) 390-8221. Investors and MakeMusic shareholders may also read and copy any reports, statements and other information filed by LaunchEquity or MakeMusic with the SEC, at the SEC public reference room at 100 F Street, N.E., Washington, D.C. 20549. Please call the SEC at 1-800-SEC-0330 or visit the SEC's website for further information on its public reference room.