**FOR IMMEDIATE RELEASE**

**Propellerhead Announces Free Reason 9.5 Update with VST Support**

*Reason’s legendary workflow opens up new and creative ways to use VST plugins*

**Stockholm, Sweden, April 28, 2017 –** Propellerhead Software today announced Reason 9.5, the newest update to the award-winning Reason music production software. Reason 9.5 is a free update for Reason 9 owners that introduces VST support – the number-one feature request by both Reason and non-Reason owners alike.

Drag and drop from the browser, use CV and audio connections with your plugins, play in new ways with Players, put them in Combinators with Reason’s own devices or Rack Extensions. Explore a new workflow and discover new creative ways to use VST plugins with Reason 9.5.

“Today’s music makers need access to all the great software instruments and effects out there – but without compromising their creative process,” said Mattias Häggström Gerdt, Reason Product Manager. “Opening your favorite VST plugins in Reason taps into Reason’s legendary workflow, from simply playing your favorite instruments to using the audio and CV connections for a truly modular music-making experience."

Reason 9 was released in June of last year and introduced a host of new devices, sounds and creative tools that inspire music makers to create more and better music – from creative spark to polished production. Since Reason 9’s release, Propellerhead has released two free updates, bringing Ableton’s Link technology to the Reason rack and improving their Rack Extension SDK with highly requested features.

Buy [Reason 9](https://shop.propellerheads.se/product/reason-9/) today and receive the Reason 9.5 update for free. Reason 9.5 will be released on May 29, and any owner of Reason 9 will receive the new version for free through Reason’s auto update.

For full details regarding the Reason 9.5 update, visit [www.propellerheads.se](http://www.propellerheads.se/reason-95).

View the Reason 9.5 video [here](http://www.propellerheads.se/reason/reason-95-announcement-video).

**Pricing and Availability**

Reason 9.5 will be released on May 29, and any owner of Reason 9 will receive the new version for free through Reason’s auto update.

Reason 9 is currently available as a direct download from [Propellerhead’s website](https://www.propellerheads.se/en/reason/buy) or from an authorized dealer at the following suggested retail pricing:

Reason 9 USD $449 / EUR €405

Reason Essentials 9 USD $129 / EUR €120

[Reason 9 Upgrade](https://shop.propellerheads.se/product/reason-9-upgrade/) (from any previous Reason version) USD $129 / EUR €129

Photo file 1: Reason-9.5-Full-Upgrade.JPG

Photo caption 1: User interface on Propellerhead Reason 9.5

Photo file 2: Reason-9.5-CV-routing.JPG

Photo caption 2: CV routing on Propellerhead Reason 9.5

**About Propellerhead Software**

We’re driven by a dream – of a world where anyone and everyone can make music. A world where technology helps bring your musical visions to life. No matter who you are – a producer living for a chartbusting hit, a songwriter laying random lyrics over a restless beat, or someone who thrills to squelchy synths – we can help make your dreams come true.

Since 1994 we’ve been creating innovative and affordable music software – products like Reason, ReCycle and Rebirth that countless professionals and enthusiasts use to make all kinds of music.

If you’re passionate about music and restless for new ideas, we’re ready to take you where you want to go – and beyond. Join us in living the dream!

[http://www.propellerheads.se](http://www.propellerheads.se/)

**Press contacts**

For further information, please contact our press representative:

Ed James

[ed@clynemedia.com](https://www.propellerheads.se/cdn-cgi/l/email-protection#492c2d092a2530272c242c2d2028672a2624)

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