

MXP4 INTERACTIVE FORMAT

MXP4 to Demonstrate New Music Industry Opportunities at the 2009 iHollywood Forum Digital Living Room Conference

Paris, France, December 9th, 2009 - MXP4, developer of interactive music solutions, today announced that they will be sponsoring The 2009 iHollywood Forum Digital Living Room on December 15, 2009 at the Sun Microsystems Auditorium in Santa Clara, CA.

The MXP4 sponsored session, «The Music Powered Living Room,» will explore insights into how music is creating new revenue opportunities across industries and platforms. Panelists Gilles Babinet, the founder of MXP4 and one of the first mobile music providers, Musiwave (acquired by Openwave and sold to Microsoft), Jordan Greenhall, co-founder and former CEO of DivX and Carmen Rizzo, a twice Grammy-nominated electronic musician, will explore how interactive music technology is creating new revenue opportunities on the PC, mobile device and TV for the music, video game, video entertainment and marketing industries.

«We see music as the driver of new opportunities across the entertainment spectrum and will show how that means new opportunities as consumers become increasingly connected,» said Albin Serviant, CEO of MXP4. Serviant will be demonstrating interactive music technology at the conference.

Digital Living Room, produced by iHollywood Forum, is one of the longest-running conference series about the future of home entertainment. The 2009 event focuses the technologies that are most likely to transform consumer experience in 2010 and beyond.

About MXP4

MXP4 develops interactive music solutions that are changing the music experience for consumers by allowing them to play with the music. MXP4 delivers an interactive digital music experience which enables the music industry to explore new revenue opportunities and engage more closely with consumers. Based in Paris, investors include Sofinnova Partners and Ventech.

About iHollywood Forum

iHollywood Forum, Inc. is a leading producer of conferences and forums on digital media and entertainment. Its mission is to educate executives about the future of Hollywood, entertainment and the media business; and to create forums where networking and dealmaking are done. Technology discussions span many businesses, including television, cinema, games, music, the Internet, marketing, mobile and home entertainment.