



Over 70 Major Artists Now Engaging Fans with MXP4-Powered Interactive Singles and Albums

The latest releases now available include Dragonette, 80's Anthems, Vitalic, Data and July Black

Fans are actively playing an average of 2.6 tracks and spending 9.1 minutes each time they visit an interactive album

January 25, 2010 – MXP4, developer of interactive music solutions, today announced that over 70 artists are now using MXP4's digital music solution to power interactive singles. MXP4's solution is designed to reinvent the single and album experiences by allowing fans to interact with songs and play with the music.

MXP4 allows fans to play with remixes of their songs (REMIX IT), sing along to the tracks (SING IT), strip down the song to listen to different instruments (MIX-IT) or listen to a brand new generation of digital Maxi Singles (MAX IT). The latest artists to releases albums or singles using MXP4 solutions include:

Dragonette: <http://www.mxp4.com/play-with-it/dragonette>

Data: <http://www.mxp4.com/play-with-it/data/>

Vitalic: <http://www.mxp4.com/play-with-it/vitalic/>

July Black: <http://www.mxp4.com/play-with-it/jullyblack/>

The Grouch (Living Legends): <http://www.mxp4.com/play-with-it/thegrouch/>

80's Anthems: <http://www.mxp4.com/mixtape/anthemselectronic80s/>

Pony Pony Run Run: <http://www.mxp4.com/play-with-it/ponyponyrunrun/>

Chuckie: <http://www.mxp4.com/play-with-it/chuckie/>

Previous MXP4-powered releases from artists such as David Guetta, Michael Jackson, Black Kent, The Grouch and Eligh and La Roux have proven the power of interactive technology to drive engagement, viral distribution and music purchases. Based on recent traffic, MXP4 has found that music fans use interactive music modules for an average of 9.1 minutes and play with 2.6 tracks. Further, 75% of traffic to interactive music modules is viral in origin, and 3% of visitors clicked through to purchase.

About MXP4

Based in Paris, the company was founded in 2006 by Gilles Babinet, Sylvain Huet and Philippe Ulrich. Albin Serviant (former GM at Vivendi Mobile Entertainment and MUSIWAVE CMO) is CEO, whilst industry leading board members include JF Cecillon (former CEO of EMI Music) and Jordan Greenhall (former CEO and Chairman of DivX). The company is backed by A-list investors Sofinnova Partners and Ventech.

<http://www.mxp4.com>

<http://www.twitter.com/TheRemixCulture>

<http://blog.mxp4.com/>

About the MXP4 interactive single

The MXP4 interactive single is an evolution from the music only MP3 file. Fully interactive, it incorporates remixable singles, multiple track versions and text such as cover notes & images in a single music file.

For further press information:

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