

MXP4 Launches First Social Music Entertainment Apps for Facebook

15 Major Artists including David Guetta, Pony Pony Run Run, DJ Tiësto , K'Naan, Big Boi (Outkast), Hot Chip, Jammer and Enrique Iglesias already featuring the interactive app on their Facebook Profiles

Over a million fans already using MXP4 apps to play with their favorite music each month

Engaging, social-gaming environment invites fans to “Play With” the music and easily share it with friends

Paris, France - September 9th, 2010 – MXP4, the leading developer of interactive social music solutions, today announced the launch of MXP4 applications for Facebook, which reinvent the music experience for the social-networking era. With 15 major artists including David Guetta, Pony Pony Run Run, Enrique Iglesias, K'Naan, Big Boi (Outkast), Hot Chip, DJ Tiesto and Jammer integrating the technology into their popular Facebook profiles to date, MXP4 apps for Facebook are poised to be a major force in the evolution of both the social media and music industries.

MXP4's Facebook apps offer fans an immersive, social-music experience through a highly-engaging, video game-like atmosphere right on their favorite artists' Facebook profiles. For artists such as Guetta, who has over 8 million Facebook connections, the integrated MXP4 application can become integral to interacting with and expanding their fan-base.

Future versions of MXP4's Facebook apps will draw on upcoming MXP4 music-gaming technology to create an even more engaging social and interactive music experience.

"We are excited that one of the most popular and fastest growing artists on Facebook has made the MXP4 app such a prominent part of his social networking strategy," said Albin Serviant, CEO of MXP4. "David Guetta's adoption of our technology proves that we are providing an experience that not only attracts fans, but keeps them engaged with the artist through the ability to play with the music in a social setting."

Jean Charles Carre, manager of David Guetta, said: "David Guetta is a pioneer in bringing the fan-artist relationship closer through social media, and we're excited to enhance that relationship on Facebook with MXP4. Guetta's Facebook presence is a vital place online for connecting with fans, and with MXP4 we can now offer an innovative music experience alongside this. It's a first step in bringing interactive apps to Guetta's highly engaged Facebook userbase, and we look forward to continuing to innovate with MXP4 in this space."

MXP4 statistics show that fans use interactive music for an average of 9.1 minutes per track and click to purchase as much as 3% of the time. 75% of traffic to MXP4's interactive applications is viral in origin. Adoption by music fans has been immediate – over a million fans are already using MXP4 apps to play with their favorite music each month.

MXP4's Everywhere roadmap makes interactive music technology available in third party services, apps and music formats. MXP4 has been adopted by over 100 major artists including Michael Jackson, Pink, Pet Shop Boys and Britney Spears and is being adopted by advertisers, media portals, mobile applications and music distribution platforms.

Play with it at: <http://www.facebook.com/DavidGuetta>

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About MXP4

MXP4 develops interactive music solutions that create revenue opportunities for the music, media and marketing industries. MXP4's video game-like environment lets consumers interact with brands as they play with the music, resulting in high engagement, viral distribution and conversion rates. The MXP4 Everywhere roadmap ensures the interactive music technology is readily available in third party services, apps and music formats. MXP4 is backed by Orkos Capital, Sofinnova Partners and Ventech.

<http://www.mxp4.com>

<http://www.twitter.com/MXP4>

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