

Former Playfish Exec Xavier Louis Joins MXP4 as VP of Product Marketing

MXP4 Goes Further Into Social Music Gaming

January 11, 2011 – Paris – MXP4, the first social music gaming studio, today announced that Xavier Louis will be joining the company as Vice President of Product Marketing. Louis joins from EA's Playfish, where he served as product marketing director. In his new position at MXP4, Louis will be responsible for driving adoption and monetization of the company's interactive social-music gaming technology across social networks such as Facebook.

"We are elated to have an industry expert like Xavier join MXP4"

MXP4's innovative solutions turn music into engaging casual games. By transforming passive listeners into active users who will be more likely to distribute the music virally and more inclined to make a music-related purchase, the technology creates opportunities for both artists and marketers. During the beta launch of the company's PUMP IT! Facebook game for David Guetta's single "Who's that Chick," over 500,000 users visited the application (<http://bit.ly/evV3dY>) and actively played with the game for more than 15 minutes per track, with 50% sharing and competing against friends across the social networking site; some of them playing more than 500 times to win a chance to meet David Guetta himself.

"We are elated to have an industry expert like Xavier join MXP4," commented Albin Serviant, CEO of MXP4. "With his extensive social gaming experience, he is an obvious choice to spearhead the continued development of our interactive music games."

"I am looking forward to applying my years of experience in social gaming to help forge the future of the nascent 'social music gaming' genre," commented Xavier Louis. "MXP4's mission is truly unique, and I am excited to join such a visionary team."

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>

You can find a selection of the most recent articles on Social Music Gaming @ socialmusicgaming.com.

MIDEM will host the first ever Social Music Gaming panel (MXP4, BOOYAH, NING, SONGHI, ...) on Monday Jan 24 (10:00).

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