

For immediate release:

Heavyweight appointments for MXP4 as momentum builds

New CEO, New Board, New Funding, First artist adoption

Interactive music solution developer, MXP4, today announces the appointment of a new Chief Executive Officer and a strengthened board as it prepares to drive broad adoption of the technology with €2m in additional funding from A-list investors.

The new appointments bring a wealth of talent and experience to the business:

- **Albin Serviant** joins as CEO from media giant, Vivendi, and brings an impressive track record of experience in leading content and technology start-ups. Serviant's career history includes leadership roles with MUSIWAVE (a mobile music platform sold to Openwave and Microsoft) and IBAZAR (an online auction company sold to eBay in 2002), as well as stints with PEPSICO, TISCALI and SONY MUSIC
- **Gilles Babinet**, co-founder of mxp4 takes on the role of chairman. Gilles has been involved in the creation of seven companies, including Escalade Industrie, Absolut, Eyeka, Awdio, Digicompanion and Musiwave. Babinet has a history of creating, growing and managing successful businesses. Prior to establishing mxp4, he established Musiwave (which notably resold Openwave for \$139 million in January 2006)
- **JF Cecillon** takes a seat on the board, where his content industry expertise and reputation as a visionary will be invaluable. Cecillon is also Vice Chairman of The Really Useful Group Limited, and a former Chairman and Chief Executive Officer of EMI Music International
- **Jordan Greenhall** also takes a seat on the board, bringing invaluable expertise in the mass distribution of new content formats. Greenhall is co-founder and former CEO and Chairman of DivX Inc, whose MPEG-4 codec has been downloaded 240 million times since 2003, and is licensed by some of the world's largest consumer electronics manufacturers. Greenhall has also served as VP with digital media company MP3.com and is a graduate of Harvard Law School.

The move is timed to ensure that the company can capitalise on growing acceptance of MXP4 within the music industry. A first beta release of MXP4 software in September drew huge interest, with more than 5,000 musicians and sound engineers downloading, testing and feeding back on the release.

MXP4 CEO, Albin Serviant, commented: "This is a very exciting time for MXP4. On the one hand, the calibre and reputation of our new board members, coupled with €2m in additional funding from A-list investors (Sofinnova Partners and Ventech), represents a

huge endorsement of the technology and its potential to move music forward. On the other hand, it is great to see musicians first trying out and then beginning to embrace the platform. There is no question that we are witnessing the birth of an early adopter community.

“These are clear signs that the industry is beginning to see the potential for MXP4 to revolutionise the music experience for consumers by allowing them to play with the music, whilst opening up new promotional and revenue possibilities for artists and labels alike.”

That view is supported by the MXP4 format’s adoption by two underground acts on the verge of international recognition.

Boston-based Passion Pit and hip-hoppers The Grouch & Eligh - both represented by The Orchard and tipped as acts to watch in 2009 - have embraced the format as the basis for a burgeoning ‘remix culture’. The artists and The Orchard collaborated with MXP4 to launch competitions allowing fans to remix pre-releases of eagerly awaited new singles, with the winning mixes, as voted by fans, to be included on special edition releases.

Ends

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, the company was founded in 2006 by Gilles Babinet, Sylvain Huet and Philippe Ulrich. Industry leading board members include Albin Serviant (former GM at Vivendi Mobile Entertainment and Musiwave CMO), 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.

Note to editors: if you are interested in viewing additional information about MXP4, please visit the MXP4 Web page at <http://www.mxp4.com> . Alternatively follow MXP4 on www.twitter.com/TheRemixCulture

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