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### **MySelfie Live™ Makes Huge Impression in Front of 60,000+ Fans in the Mercedes-Benz Superdome at Bayou Classic 2015**

NEW ORLEANS— In a move that can best be described as continued momentum, MySelfie Live™ (MSL) partnered with the Bayou Classic to display event-goers' selfies inside of the Mercedes-Benz Superdome at the 2015 Bayou Classic.

A year into the company's inception, this marks the first time MSL has activated inside of New Orleans' largest venue; "a successful milestone," says Glenda McKinley, CEO of MySelfie Live™. "Since the beginning one of our goals was to display successfully in the Dome," McKinley added. "We can now check that off our list, but with more to come."

The activation created direct engagement with tens of thousands Bayou Classic attendees and created a vehicle for MSL partners to stay connected to the audience long after the event through their social media channels. This year's Bayou Classic broke pre-Hurricane Katrina records, boasting 62,907 attendees. The previous post-Katrina record was 59,874 at the 2008 classic.

As the company approaches its next series of funding, this activation provides the necessary momentum; showcasing that user-submitted selfies on large-scale visual displays during events is not just a passing fad, but a viral marketing platform for the fastest growing segment of the digital media industry— able to be deployed anywhere, at any scale.

#### **About MySelfie Live**

MySelfie Live™ is a proprietary event and promotion based software application, which allows users to upload approved selfies, on-premise or remotely, in large public areas for large public display via Twitter and Instagram. It is an easily deployable viral marketing platform for the fastest growing segment of the digital media industry. MySelfie Live™ launched at the 2014 ESSENCE Festival and received early funding from the New Orleans Start Up Fund as a PowerMoves.Nola company.

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