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MySelfie Live™ Adds iHeartMedia to Client List

Platform Used to Kick Off Essence Festival at Welcome Affair Event

NEW ORLEANS— MySelfie Live™ (MSL) was front and center at the House of Blues for the Q93 & WYLD-FM 98 *Welcome Affair* event in the platform's first activation with iHeartMedia. The building was packed to the rafters and hundreds of attendees were allowed to project selfies onto center stage in real-time using an iHeart-designated hashtag.

"MySelfie Live is a fun crowd-sourced collaboration that allows marketers to stay connected to the audience long after the event is over," Glenda McKinley, CEO and Founder of MySelfie Live™ said. "People never get tired of seeing themselves on the big screen," McKinley added. Users uploaded selfies via their Instagram or Twitter accounts.

"Selfies have entered the human lexicon with great force and appeal," saidCarolynn Jones, General Sales Manager, New Orleans iHeartMedia. "Marketers are seeking ways to harness this trend but not alienate people. The MySelfie Live approach creates the right level of impact and receptivity," Jones added.

MSL launched in July 2014 during the Essence Festival, and has since been featured at large-scale events. The New Orleans start-up is changing the game of guerrilla and social media marketing, creating viral explosions, promoting brands and events, and entertaining audiences with their fresh approach to advertising in the digital age.

About MySelfie Live™

MySelfie Live™ creates an easily deployable viral marketing platform for the fastest growing segment of the digital media industry and is able to be deployed almost anywhere. By using proprietary technology to receive, edit and display images in real-time, MySelfie™ creates a unique, scalable platform that stands apart from place-based media offerings. Like MySelfieLive on Facebook and follow their feed on Twitter and Instagram, @MySelfieLive. Process Patent applied for.

