



FOR IMMEDIATE RELEASE

Mavshack AB Enters Into Agreement with the Largest Phone Distributor in the Philippines.

MANILA, PHILIPPINES, (July 18, 2013) – Mavshack.com, a video on-demand streaming company, announced a strategic alliance with world renowned film My Solid Technologies and Devices, Inc./dba MyPhone based in Metro Manila, Philippines. Mavshack is a global leader in streaming local content to global populations and Mavshack Philippines is the first of several content channels being delivered worldwide. "We are honored to partner with MyPhone on many levels. Mavshack and MyPhone will engage on several levels from installing the Mavshack mobile app onto all of their units to co-promotions on Facebook and Indie Film Programs", stated Jerry Lozano, Global Director of Mavshack Philippines.. "We are excited that MyPhone will be an integral part of the Mavshack launch into the Philippines by helping us with content delivery through the upcoming release of the new HD unit and the distribution of the Mavshack mobile application."

"MyPhone is truly a leader and visionary in the Philippines community and we are looking forward to developing innovative programs to develop content via the MyPhone units through promotional movie contests and scholarship initiatives" said Lozano.

MyPhone holds the distinction of holding the largest phone sales in the Philippines averaging 60,000 new units per month. With next week's release of the new HD unit specifically targeted to stream online entertainment, the Mavshack/MyPhone team looks to really impact the market in both sales and customer satisfaction.

In addition to the mobile app, MyPhone and Mavshack will cross promote their Facebook pages, online ads and product specials to each other's clients and users.

According to Lozano, "this is another major milestone for Mavshack AB/www.mavshack.com. MyPhone and Mavshack have complimentary products that integrate at the cell phone and online levels. The mutual interest in online entertainment makes it a natural for both companies to involve themselves with the Independent film community at the Masters and student levels. Special events, film screenings and other offline cross promotions are already being planned.

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Mavshack websites

mavshack.com/corporate

mavshack.com

[Facebook.com/mavshack](https://facebook.com/mavshack)

facebook.com/mavshack.se

facebook.com/mavshack.in

About Mavshack AB (publ)

Mavshack AB (publ) with offices in Stockholm, Toronto, Los Angeles, Manila and Jakarta runs Mavshack.com, one of the fastest growing movie sites in the world. Mavshack also provides technologies to stream media in a cost efficient way.

Mavshack AB (publ) is a publicly traded company (www.aktietorget.se)

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