

Press Release

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Mavshack: Mineski Becomes Official Distributor of Mavshack Subscription Load

MAVSHACK.COM, the leading subscription-based streaming service of Asian HD movies, music videos and TV shows, is pleased to announce a distributor partnership with MINESKI INTERNATIONAL INC., one of the largest professional online gaming communities and operator of a nationwide network of internet cafes in the Philippines and an online network spanning the world.

Mr. Jerry Lozano, Mavshack Director for Philippines, has formalized the distributorship with Mr. Dar Cayabyab, Mineski's Vice President of Franchise.

This agreement is the culmination of a business relationship forged earlier this year when Mavshack and Mineski first teamed up to launch the Mineski's Freshmen Promo, a very successful brand awareness campaign where in a span of 7 weeks, college students were engaged in a bundled package of 6 hours PC time in all Mineski cybercafés nationwide.

"Proud and at the same time, thankful for Mavshack in trusting us to be one of their load distributors..." Cayabyab said.

"The Freshmen promo was a success. Thousands were engaged and registered on Mavshack.com, and was began watching content on Mavshack's site. We can't wait to sign another deal with Mineski. This time we are entrusting Mineski to boost sales for us." Lozano added.

Now all Mineski internet cafes across the country will start selling Mavshack.com Load Cards and E-pins, supported by stand-by computer monitor wallpaper ads, in-store posters as well as synchronization of Mavshack.com's social media posts with Mineski's social media accounts.

"Mineski will be one of the first retailers to utilize the M.O.D.S. (Mavshack Online Distribution System), a proprietary online system that allows Mineski to access client-only areas, view sales trends and reload their entire chain with a click of a button. Training and full integration will be complete within 10 business days," stated Jerry Lozano.

Mavshack.com will also be loaded with all past and future gaming tournaments held in the Mineski network. Mineski averages 2 million unique users during these tournaments and expect great demand from its users to view them on demand from mavshack.com

The move from a branding and promotional partner to a full distributor is welcome and a good indicator of future sales as Mavshack's investment in name recognition and brand marketing comes to fruition.

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About Mavshack AB

Mavshack runs one of the world's fastest growing Internet TV service with Asian movies in HD, music videos and TV shows without commercials. The service is accessible from any Internet-connected device at a low monthly fee and based on streaming technology. Already today Mavshack has the largest library of Filipino and Indian titles and has signed an agreement with Asia's leading content providers. Mavshack is a Swedish company listed on NASDAQ OMX First North under the ticker MAV. Certified Adviser is Erik Penser AB. More information about the company is available at www.mavshack.se.