

For Immediate Release



MTN Nigeria and neXva-Drive a Fun and Exciting Digital Music Mobile App Campaign

MTN Nigeria and neXva partners with multi award winning music producer Don Jazzy on an entertaining digital mobile contest using the SongStar karaoke mobile app.

Lagos Nigeria, San Diego California, Paris France-September 19, 2013-MTN Nigeria announced a new digital contest designed to give over 80 million Nigerian youths excitement and fun on their mobile devices. Using neXva's multi-OS mobile app store distribution platform, MTN launched the SongStar karaoke mobile app. The app which runs on Android, Blackberry, Symbian and Asha allows young consumers on the MTN network to select, listen and sing to a karaoke version of their favorite songs and share their creations on social media sites; Twitter, Facebook and YouTube.

According to Larry Annetts, MTN's Chief Marketing Officer, "The music app is quite different from any other apps in its category because it's interactive, engaging and above all social. NeXva's multi-OS app store platform provided cross promotional features that made it easy to implement this campaign with the SongStar app to give our customers this unique experience." The app is available on MTN's NextApps store: nextapps.mtnonline.com.

"This innovative promotion was the perfect time for us to make MTN's app store multi-OS," said Shaun Zelber, neXva's founder and COO. "The SongStar app combines music and social elements that are attractive to MTN's youth market."

In order to participate in the contest, participants must first download the MTN SongStar app on their mobile devices by visiting the MTN app store, nextapps.mtnonline.com, or they can simply text SongStar to 131. Then the interactive and social sharing instantly begins. Participants sing, record and share their song on the MTN YouTube SongStar channel. YouTube uploads will be picked and rated based on the number of views recorded. The 10 uploads with the highest number of views will be selected for monthly prizes including a Kia Cerrato saloon car, home theater karaoke sets, smart phones and many other prizes. At the grand finale in December, three participants with the overall highest number of views on YouTube, and three others selected through a wild-card procedure, will compete for the ultimate prize of a *Porsche Cayman* and a Record Deal with Nigeria's popular music producer, Don Jazzy. <http://www.mtnonline.com/songstar>

"We believe that mobile operators need to focus their attention on apps that are relevant to their market and the neXva platform allows for that flexibility," said Brian J. Friedman, neXva's founder and CEO. "MTN's promotion shows how a savvy mobile operator can use its reach and customer relationships to bring unique content to their app store. We're thrilled to be involved with this exciting campaign."

About MTN Nigeria

MTN Nigeria is part of the MTN Group, Africa's leading cellular telecommunications company and the 5th largest telecommunications company in the world. For more information, visit <http://www.mtnonline.com/songstar>.

About neXva, Inc.

neXva, founded in 2009, provides solutions to the problems facing the mobile app ecosystem. Through a unique combination of proprietary cloud-based technology solutions and a robust mobile app store platform, neXva offers a fully managed and hosted white label app store solution for mobile carriers that want a mobile app store without managing the infrastructure necessary to make the store a success. neXva is based in San Diego, California and has offices in Paris, France and Colombo, Sri Lanka. For further information on neXva, please visit www.neXva.com or contact us at info@neXva.com.

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