

## Director of Marketing Appointed

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### Highlights

- **Experienced marketing expert, Ms Janet Casamento has been appointed as the Company's Director of Marketing**
- **Ms Casamento comes from a diverse digital and traditional marketing background and will be responsible for the Company's promotional strategy**
- **Prior experience includes senior management roles at a number of digital-focused companies**
- **Appointment further strengthens the Company's management team ahead of the launch of the Megastar Millionaire platform in early 2017**

MSM Corporation International Limited ("**MSM**" or "**the Company**") (ASX: MSM), a leading digital technology and entertainment company, is pleased to announce it has recently appointed a Director of Marketing, Ms Janet Casamento.

Ms Casamento is an experienced marketing expert and has held senior roles for various digital and traditional brands across a variety of industries. In this role, she will be responsible for the Company's promotional and marketing efforts ahead of the launch of the Megastar Millionaire platform.

Prior to joining the Company, Ms Casamento was the Senior Manager of Digital Marketing at Whalerock Industries a media technology company that creates, produces and distributes premium content across multiple platforms. In this role, she focused on traffic acquisition and user retention for the company's ad-supported online content sites including Moviefone, mom.me, Purple Clover and Wonderwall, experience which will only help deepen consumer 'stickiness' to the Megastar Millionaire Platform.

Ms Casamento has previously led the social media and search engine optimisation team at Ionic Media, a digital media agency in Los Angeles. At Ionic Media, she spearheaded the strategic planning and execution of social media strategy across all client accounts. Previously, she worked as a brand manager for video games publishers THQ and Atari where she led marketing strategies on a number of big-name games.

Ms Casamento's appointment further strengthens the Company's world class management team and validates the strong potential of the Megastar offering ahead of the launch of the Megastar Millionaire platform in early 2017.

Ms Casamento holds an MBA from the University of Southern California's Marshall School of Business and an undergraduate degree from the University of Pennsylvania.

### **Managing Director, Dion Sullivan states;**

"We are very pleased to welcome a marketing expert of Janet's calibre to the Company. With her extensive marketing experience and world-class education, we look forward to the contribution that Janet will make to the Company ahead of the launch of our Megastar Millionaire competition."

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**About MSM**

MSM Corporation International Limited is a digital technology and media entertainment company that, via the first product offering, Megastar Millionaire, will launch the world's richest online, mobile-first, talent discovery competition platform.

Megastar Millionaire is a consumer digital entertainment technology platform; connecting performers and fans in an innovative and interactive gamification experience. It is designed to transform, mobilise and individualise the search for new artists, allowing people to easily showcase their talents to a global digital audience and offers significant advantages over traditional television platforms.

This highly disruptive, first-to-market platform will monetise mobile video via a highly successful talent competition format. Operating squarely within the US\$25bn online gaming and US\$30bn mobile sectors, Megastar Millionaire draws on the social media phenomenon, allowing individuals to demonstrate their skills and talents.