

## ToneDen to Amplify Reach of Closed Beta Test

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### HIGHLIGHTS

- **Strategic partner ToneDen will play a key supporting role during the Closed Beta Test of the Megastar Millionaire competition**
- **ToneDen's platform is dedicated to nurturing music talent and will assist the finalist performers in their quest for fame**
- **Considerably amplifying the competition, ToneDen's platform will give performers the tools to access millions of potential fans**
- **MSM looks forward to progressing the ToneDen partnership upon the launch of the global competition in 2017**

MSM Corporation International Limited ("**MSM**" or "**the Company**") (ASX: MSM), a leading digital technology and entertainment company, is pleased to announce that its strategic partner ToneDen Inc will be supporting the Company's Closed Beta Test.

ToneDen is a leading marketing platform designed to help artists to reach their fans and build a following. ToneDen is growing rapidly with over 500,000 creators and brands using their service.

The ToneDen platform will be actively supporting Megastar Millionaire's competition during its Closed Beta Test and will assist finalists in their quest for fame. ToneDen will give Megastar Millionaire participants access to tools to help them reach millions of potential fans, driving substantial awareness of the Megastar Millionaire competition.

The Company's Closed Beta Test involves 1,000 performers and their social networks and is set to commence at the end of September. The Company received an excellent response from performers with a significant oversubscription for the 1,000 places, with a US\$10,000 prize being offered to the winner of the Closed Beta competition.

Megastar Millionaire welcomes the support of ToneDen to help amplify its social media reach and looks forward to progressing the partnership upon the launch of the global Megastar Millionaire competition in early 2017.

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

"ToneDen is an important partner to MSM and we welcome their support as we during our Closed Beta Test. ToneDen gives Megastar Millionaire's performers a chance to showcase their talents to a fan base that numbers in the millions. This significantly amplifies the reach of our platform and builds a strong foundation for taking the first season to launch in early 2017."

**-Ends-**

**For further information, contact:**

Sophie McGill  
Executive Director APAC  
T: +61 415 656 953  
E: sophie@msmci.com

Media queries:  
Andrew Ramadge  
Media & Capital Partners  
T: +61 475 797 471  
E: andrew.ramadge@mcpartners.com.au

**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.