

FOR IMMEDIATE RELEASE

January 8<sup>th</sup>, 2008

## **FACEBOOK APPLICATION INTRODUCES THE COLLABORATIVE MIXTAPE AND RALLIES MUSIC INDUSTRY SUPPORT**

Vancouver, BC – Mixtapes have long been a staple of music sharing, and have seen a revival on the web in recent months. Project Opus Technologies (<http://www.projectopustechnologies.com>) has given the mixtape a social spin with the launch of Mixx Maker (<http://www.mixxmaker.com>), a Facebook application that lets you make 'Mixxs', virtual mixtapes, with your friends. Even while in early release, the application has already caught the attention of members of the music industry.

When creating a Mixx, users set a theme, like 'music that we can use on our road trip', 'music that I could cry to during tender moments', or 'music that makes it okay to wear spandex'. Once a theme is set, users invite their friends to upload songs and discuss the Mixx. At the end, users have a tailor-made mixtape made by them and their friends – not just a list of songs put together by a computer algorithm.

The team at Project Opus Technologies aren't the only ones excited about the idea. Brent Muhle, the General Manager of Nettwerk Music Group (<http://www.nettwerk.com>), welcomes the Mixx Maker concept:

"Nettwerk is always looking at new methods for getting music out to fans and letting the fans contribute. We've seen plenty of ideas and we are impressed with Mixx Maker. It's communal and personal way to share music. It's a great recommendation service with a much needed familiar touch."

David Gratton, President and CEO of Project Opus Technologies, gives his thoughts on mixtapes and Mixx Maker:

"A few friends and I would make mixtapes and bring to them to all the parties. We selected our music carefully. We imagined the party in our heads and chose the songs for tempo, style, and mood. We were the taste makers for our friends, and they'd go out and buy the songs we'd introduce to them. Mixx Maker is the reincarnation of that intimate, authentic music experience. It's about sharing, and discussing great music with your real friends."

Even musicians are getting excited about Mixx Maker:

"I'm completely blown away by the concept. Mixx Maker is really onto something huge," says Alistair Murdoch, from the Scottish band, Lavaman. "I've sat and played with it for hours. If it could become a download service, I could see it becoming massive! Seriously."

Mixx Maker is available on Facebook at <http://apps.facebook.com/mixxmaker/>. For more information, visit [MixxMaker.com](http://MixxMaker.com).

*About Project Opus Technologies:*

*Project Opus Technologies, Inc is dedicated to enabling wonderful music experiences everywhere. The company develops digital music experiences in an effort to support a new vibrant music economy.*

###

For inquiries, please contact Jeremy Lim by phone at (604) 685-2454 or by email at [jeremy.lim@mixxmaker.com](mailto:jeremy.lim@mixxmaker.com).