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MYMEDIABOX UNVEILS NEW BRAND ASSURANCE APPLICATION

Duluth, GA -- August 23, 2019 -- MyMediabox will give BLE visitors a first look at Mediabox-SM, the newest product in its growing suite of online, hosted software applications developed for the consumer brand licensing industry. Mediabox-SM is an integrated security management system that will provide a simple process for selecting and ordering security tags during the product approval process.

Mediabox-SM is the fourth SaaS product to be offered in MyMediabox's suite of software applications, joining Mediabox-PA (product approvals), Mediabox-DAM (digital asset management) and Mediabox-RM (contract/royalty management). The decision to offer security tag technologies to their clients was a no-brainer, as security has always been a cornerstone of the company's foundation.

Underlying MyMediabox's long-standing mission to develop and deliver "best-in-class" productivity software applications is their iron-clad commitment to protect the valuable intellectual property entrusted to them by their clients. Their commitment to security is self-evident, considering that MyMediabox's in-house developers have always written all of their own code, and never with any offshore development. They store and process their clients' confidential intellectual property data on servers and hardware that MyMediabox owns outright and to which only MyMediabox has physical and electronic access. They have never used outside service providers to process any data, and no third parties work on their systems, ever. They permit zero onward transfer of their users' personal data, or any other data. Finally, MyMediabox is Privacy Shield (EU and Swiss) and GDPR compliant.

With over 125 leading licensors and agents that license its software worldwide, MyMediabox is uniquely positioned to understand how companies strive to protect the integrity and value of their brands. Mediabox-SM equips Mediabox clients with a superior brand assurance tool to maximize their licensing revenues while fostering stronger, persistent relationships with their loyal consumers.

About MyMediabox

MyMediabox conceives, develops and licenses high performance, "best-in-class" online business productivity software applications for the Consumer Products Licensing, Television/Film Distribution and Music industries. Founded in 2001, MyMediabox provides intuitive SaaS products that focus on managing the intellectual property lifecycle, from initial conception and creation of digital assets to contracts/rights management to product development workflows. In addition to its suite of online solutions, MyMediabox also leverages

its extensive experience in the licensing space to advise its clients of the technology tools available to streamline their business practices and improve profitability.

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