



PRESS RELEASE FOR IMMEDIATE RELEASE: 10th of September 2010

Mypitch.com starts European roll-out of creative marketing crowdsourcing services with the opening of offices in UK, Ireland, France, Poland, Hungary/Austria and Spain.

Mypitch.com AB today announced the start of its international expansion plans with the opening of six (6) European offices in addition to its headquarters located in Stockholm, Sweden. The expansion of its creative marketing crowdsourcing services across Europe at this time builds upon its track record of success and experience gained from the Scandinavian market since the Company was founded in 2008.

Mypitch.com is a meeting place where ideas and inspiration are traded between marketers and brands in search of ideas & inspiration and a network of approximately 4,000 creative individuals from over 140 countries who consistently supply quality ideas and inspiration. To date more than 900 pitches have been published through the Mypitch.com platform from both brands and media agencies including SAS Airlines, Intersport, Sharp, Avis, Rica Hotels, DDB and Starcom.

“The creative crowdsourcing sector has experienced significant growth and media interest not just in Europe but also from around the world. We believe that Mypitch.com represents an emerging valuable tool for brand managers and media agencies to benefit from in working with creative people to generate new ideas. A good idea is a good idea no matter where it comes from and our European Team are now well positioned to work with national and international brands and media agencies interested in developing a dialogue with a quality creative network whose results so far speak for themselves” says Fredrik Wigge, CEO at Mypitch.com

Each Mypitch.Com European office is managed by its own Country Manager who is responsible for the sales, marketing and represents the Company within the media.

”The emergence of community, collaborative or crowdsourcing marketing tools such as Mypitch.com is an exciting development for social media. It will quickly become mainstream as brand marketers continue to see the benefits and media agencies see us as a source for raw and fearless creativity they can harness,” says Wayne Munday, Country Manager at Mypitch UK.

For further information

Fredrik Wigge CEO Mypitch
Tel: +46 73 673 33 43
fredrik.wigge@mypitch.com

Wayne Munday (Mypitch UK)
Tel: +44 845 475 30 75
wayne.munday@mypitch.com

Jacques Henry-Bezy (Mypitch France & Ireland)
Tel: +35 386 839 25 70
jacques.henrybezy@mypitch.com

Alfonso Oriol (Mypitch Spain)
Tel: +34 629 08 38 65
alfonso.oriol@mypitch.com

Kris Glabinski (Mypitch Poland)
Tel: +48 506 000 420
kris.glabinski@mypitch.com

Andras Szabo (Mypitch Hungary & Austria)
Tel: +36 20 3880 966
andras.szabo@mypitch.com