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Sent: Thursday, November 12, 2009 11:12 AM

Subject: Muxlim Becomes the Gateway to the US Muslim Market by Expanding into Integrated Media Solutions

**MUXLIM BECOMES THE GATEWAY TO THE US MUSLIM MARKET
BY EXPANDING INTO INTEGRATED MEDIA SOLUTIONS**



- The buying power of American Muslims is estimated at \$170 billion per year and the market exceeds \$1 trillion globally -

November 12, 2009, New Brunswick, NJ: Muxlim Inc., the integrated media company running the world's largest Muslim lifestyle network, Muxlim.com, has launched a portfolio of integrated media solutions to help brands better understand, target and engage with the American Muslim consumer market. The announcement was made at the American Muslim Consumer Conference on October 31st at Rutgers University in New Jersey. The portfolio was launched in response to the growing importance of Muslim consumers to mainstream brands, with the buying power of American Muslims estimated at \$170 billion and \$1 trillion globally per year. During his speech, while on a visit to Cairo in June, President Barack Obama said "...nearly 7 million American Muslims who are in our country today enjoy incomes and educational levels that are higher than the American average." Muxlim's audience comes from over 3,500 cities across the US.

Muxlim Inc. is delivering the new services via partnerships with Dinar Standard, the US-based growth strategy and intelligence service provider, and Aito Technologies, the Finland-based behavioral data analysis specialist.

The alliances reflect the growing importance of the Muslim consumer market to mainstream brands and companies, as the size and scale of the market has expanded and evolved. Mohamed El-Fatraty, Muxlim CEO says: "Being at the forefront of the digital Muslim market, we have access to a wealth of data that can help brands and companies understand, engage and build brand loyalty within what is possibly the largest and most wealthy emerging global market".

Muxlim Inc. is launching a number of new business support and advisory services, including Muslim lifestyle research and intelligence data solutions, delivered in partnership with Dinar Standard.

In addition, Muxlim Inc. is announcing online data gathering and graphical reporting services, delivered in partnership with Aito Technologies, providing Muxlim business customers with insights into brand opportunities and invaluable feedback on campaigns launched into the market.

Together the new services will enable brands to better understand, reach and engage with the still largely untapped American Muslim consumer market. They are being launched in response to increased customer demand and an identified gap in the market where no single gateway has been previously available.

Muxlim Inc. is an integrated media company based in Finland, offering a range of services that engage, communicate and access the Muslim consumer market. The company also runs the

world's largest Muslim lifestyle network Muxlim.com, which provides lifestyle content across a number of categories such as news, entertainment, fashion, music and sports. Muxlim's audience comes from over 3,500 cities across the US.

Mohamed El-Fatraty, founder and CEO of Muxlim Inc. explains: "Building on our competitive advantage in running the world's largest Muslim lifestyle network, Muxlim.com, we have responded to our customers' needs by expanding our offering into insight, analysis and market intelligence. As Muxlim is at the forefront of the digital Muslim market enabling the distribution of interesting and useful Muslim lifestyle content to millions of people around the world, we have access to a wealth of data."

In addition, Muxlim Inc. continues to strengthen its existing offering of advertising and social engagement delivery across its own properties in web and mobile, as well as media planning and buying in conjunction with specialist partners, across all media reaching Muslims around the world.

As a result of the expanded offering, Muxlim Inc. is in talks with Microsoft Oy, Wilson Sports, Brown Shoe Corporation, among other mainstream brands, keen to engage with this global market.

El-Fatraty comments: "The emerging Muslim consumer market is based on personal lifestyles, which means that there are a lot of opportunities for mainstream brands to appeal to Muslims without making changes to their products. It is about their marketing messages, showing that as brands, they are interested in Muslims as consumers. Therefore, we are shifting from being solely a social media network and publisher, moving towards a fully integrated media company, focused on enabling reach and engagement with this huge and largely untapped market."

"Following US Secretary of State Hillary Clinton's remarks about the importance of utilizing social media tools to engage with Muslim communities around the world, we are very excited by the opportunity that broadening our services offers," he adds.

Furthermore, new content and media partnerships have been struck with more than 80 partners around the world, reinforcing Muxlim.com's position as the only major access point for Muslim lifestyle content, reaching tens of millions of people in 190 countries across multiple platforms.

About Muxlim Inc. – <http://muxlim.com> <http://advisory.muxlim.com>

Muxlim Inc. is an integrated media company based in Finland, offering a range of services that engage, communicate and access the global Muslim market, estimated at USD 1 trillion globally and USD 170 billion in the US. The company also runs the world's largest Muslim lifestyle network Muxlim.com, which provides lifestyle content across a number of categories such as news, entertainment, fashion, music and sports.

The company cohesively integrates Muslim lifestyle content and context across multiple platforms, such as web, print, mobile, TV, live events, etc. and reaches tens of millions of people in 190 countries. The network includes syndicated and user-generated content, branding, branded content, storytelling, advertising and more.

With its comprehensive lifestyle focus, Muxlim is the first company to make this market approachable and attractive to mainstream advertisers as well as provide an effective marketing

channel to reach this powerful yet fragmented consumer base. Currently Muxlim's business areas involve online display, interactive and conversational marketing, end-user sales of premium content in addition to advisory services including market research and intelligence, industry engagement and media planning.

Founded in 2006, Muxlim has been selected as one of the world's most successful new businesses by the highly-regarded US-based business technology journal "Red Herring", has won the prestigious "Grand One Best Startup Award", and has been recognized in Finland as one of the country's top high-growth companies, receiving a R&D grant from the Finnish Government. The company is also the official Finland nominee to the World Summit Awards 2009, for the "e-Inclusion & Participation" category and was one of the top three nominees for the SIME "Best Internet Strategy" Award, as well as selected for "Rising Star of the North – The Mighty 36".

Furthermore, Muxlim is the only Muslim media company in the world that is a member of the IAB.

About Mohamed El-Fatary, Founder and CEO

Mohamed is an entrepreneur with a track record for tailoring technology to the Muslim lifestyle in innovative ways. More than a decade before popular photo-sharing websites such as Flickr, he created web pages where he and his friends could publish and comment on photographs and by the age of 16, he became a web development instructor at the Emirates Institute of Technology. Coming from a Computer Science background, he has already been called in some circles the "Linus Torvalds" of the Muslim world.

Mohamed studied Computer Science at the American University of Sharjah, UAE and Media Technology at Metropolia University of Applied Science in Helsinki, Finland. He is also a regular speaker at events and conferences such as the New Media Event (UAE), SIME (Sweden), Live! From the New York Public Library (US), TechCrunch Europe, Multi-Cultural Communication (UK) and American Muslim Consumer Conference US), as well as an expert contributor to TIME, Al-Jazeera English, New Media Age, United Nations, Wilton Park, Eva, amongst others.

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