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MEDIA TECHNOLOGY COMPANY 3D-4U ANNOUNCES STRATEGIC PARTNERSHIP WITH INTERNATIONAL POP ICON AND ENTREPRENEUR MARC ANTHONY

3D-4U Welcomes Marc Anthony as Board Member

Pullman, WA(Oct 29, 2013) –International pop superstar Marc Anthony and Dr. S. Jay Jayaram, President, 3D-4U, announced today a strategic partnership between Marc Anthony and 3D-4U. 3D-4U is the world’s first provider of a **Personalized Event Viewer**, based on their patent-pending **I3 Media (Interactive, Immersive, Individualized)** technology that helps fans control their view of an event on a second screen (2D or 3D), thus offering them the ultimate interactive and immersive fan experience.

“I am convinced that the Personalized Viewing and Sharing Experience provided by 3D-4U in homes, arenas, and stadiums, on TV, computers, and on mobile devices, will totally revolutionize the fan experience as we have known it.” said Anthony. “The expertise and dedication brought by the world-renowned team coupled with the great products and promising inroads that the company is making in several markets world-

wide are very remarkable and exhilarating to be a part of. Being a technology aficionado myself, I am also looking forward to enhancing my fans' experience with this new, engaging, and compelling advancement in entertainment.”

3D-4U has already performed pilot productions in two of Marc Anthony's concerts. Marc Anthony has a packed tour schedule for the rest of 2013, and the 3D-4U technology and media experience will be a part of some of these concerts. By providing fans with immersive, individualized, and interactive viewing experiences that have never before been possible, the partnership is set to take the concert stage by storm.

“Our mission is to create futuristic immersive and interactive media experiences; in sports, concerts, and security. Marc Anthony is providing his insights and leadership in all of these. He has a remarkable understanding of the technology and has a vision that is in lock step with the overall visions and goals of 3D-4U” said Dr. Jay. “It is very exciting to have someone like Marc be a part of our team. Marc will also be joining the board of 3D-4U. We look forward to much success with his participation”

For more information, visit 3D-4U.com.

ABOUT 3D-4U

3D-4U is a media technology company that seeks to empower fans and viewers with cutting-edge media experiences in 2D and 3D. As audiences demand more interaction with their second screen media, the company provides them the ultimate interactive and immersive fan experience: the controllable surround media of 3D-4U, delivered to fans in the stadium and at home. An unlimited number of concurrent users can individually choose to focus in on any player, coach, or spectator both during live action and replays; allowing them to see what they want when they want. The next generation of social media sharing in these events also begins with 3D-4U, as viewers can create and share personalized and unique replays with family and friends. 3D-4U is changing the way we experience sporting and concert events. For more information on 3D-4U, please visit <http://www.3D-4U.com>.

ABOUT MARC ANTHONY

Marc Anthony has sold over 12 million albums worldwide, making him one of the most influential artists of his time and a true ambassador of Latin music and culture. He has been awarded countless Standard gold and platinum certifications from the Recording Industry Association of America (RIAA). He is a 5 time Grammy winner. His influence was significantly recognized when he was included in the Top 10 List of influential New Yorkers compiled by New York Magazine. He was recognized with a Lifetime Achievement Award by the Congressional Hispanic Caucus Institute in Washington D.C. in September 2009. Marc is also a minority owner in the Miami Dolphins. In 2011 he returned to the hit TV series HawthoRNe (TNT) while also launching his new clothing and accessories line at Kohl's. July 2013 marked the release of his first salsa album in almost a decade, "Marc Anthony 3.0" and climbed to the #1 position just hours after its release. His new single "VivirMi Vida" made history by becoming the longest running salsa tracks on the Billboard charts of all times. The Grammy award and American Music Award nominee is currently touring all over the world. For more information on Marc Anthony, please visit <http://www.marcanthonyonline.com/>