

March 31, 2015



## Multimedia Platforms Inc. Appoints C. Lawrence Rutstein to Board of Directors

FT. LAUDERDALE, FL -- (Marketwired) -- 03/31/15 -- Multimedia Platforms Inc. (OTCQB: MMPW) today announced the appointment of C. Lawrence (Larry) Rutstein to the Board of Directors. Following several decades of practicing corporate, banking and securities law in Philadelphia, PA, Larry Rutstein has spent the last 27 years involved in financing and operating a number of public and private companies. From 2006 - 2012 he served as Senior Vice President of Patriot Rail Corp, a private acquirer of short line and regional railroads in the US, and has continued consulting with both public and private companies on their financial and corporate strategies.

"Multimedia Platforms is a company that I believe will be remembered as having been the right business in the right place at the right point in history," said Rutstein. "Bobby Blair's leadership in this company, and the LGBT community at large, sets the stage for MMP to take advantage of the opportunity presented by the current political developments. The LGBT community is beginning to flex its muscles, and Multimedia Platforms is prepared to bring mainstream media to a waiting global community," added Rutstein.

"Mr. Rutstein's wealth of legal experience in financial structuring and corporate investments bring an invaluable strength to the company," stated Bobby Blair, CEO of Multimedia Platforms Inc. "Larry Rutstein will bring to MMP his relationships with the highest level of investors and financial institutions, as well as advising on corporate strategies and financial infrastructure from a legal perspective," Blair added.

Larry Rutstein graduated from Harvard Law School in 1968. Mr. Rutstein will serve Multimedia Platforms Inc. as a consultant, advising management as to operating, financial and exit strategies.

### *ABOUT MULTIMEDIA PLATFORMS INC*

Multimedia Platforms Inc. ("MMP") is a publicly traded industry-leading Multimedia Technology and Publishing company that integrates print media with social media, and related online platforms, to deliver information and advertising to niche markets. MMP teams utilize its proven business model to deliver niche publications and online platforms that target one of the most sought-after demographics in the world, the Lesbian, Gay, Bisexual and Transgender population. MMP has recently expanded its concept to include video and mobile applications reaching deep into the international LGBT community. MMP's top brands include The Agenda, a Florida-based weekly LGBT newspaper covering world, national and local news and events; and Guy Magazine, a weekly entertainment and lifestyle full-color publication covering the burgeoning South Florida LGBT marketplace. MMP's plan to interweave print, web and mobile delivery of the

highest quality news and entertainment information via a variety of platforms crosses all cultural, generational and preferred modality barriers to reach an unprecedented audience.

***SAFE HARBOR STATEMENTS:***

Any statements that are not historical facts contained in this release are "forward-looking statements" as that term is defined under the Private Securities Litigation Reform Act of 1995 (PSLRA), which statements may be identified by words such as "expects," "plans," "projects," "will," "may," "anticipates," "believes," "should," "intends," "estimates," and other words of similar meaning. Such forward-looking statements are based on current expectations, involve known and unknown risks, a reliance on third parties for information, transactions or orders that may be cancelled, and other factors that may cause our actual results, performance or achievements, or developments in our industry, to differ materially from the anticipated results, performance or achievements expressed or implied by such forward-looking statements. Factors that could cause actual results to differ materially from anticipated results include risks and uncertainties related to the fluctuation of global economic conditions, the performance of management and our employees, our ability to obtain financing or required licenses, competition, general economic conditions and other factors that are detailed in our periodic reports and on documents we file from time to time with the Securities and Exchange Commission. The forward-looking statements contained in this press release speak only as of the date the statements were made, and the companies do not undertake any obligation to update forward-looking statements. We intend that all forward-looking statements be subject to the safe-harbor provisions of the PSLRA.

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