

IK Multimedia. Musicians First.



MEDIA ALERT

IK Multimedia announces Flo Rida as its brand ambassador

The multi-platinum Billboard Top 100 artist is the new official brand ambassador for IK's iLoud Bluetooth speaker and iRig Mic range of microphone products

January 5, 2015 - IK Multimedia, the leader in mobile music creation technology, is pleased to announce a new partnership bringing on multi-platinum hip-hop recording artist Flo Rida as the official brand ambassador for its iLoud portable Bluetooth speaker and iRig Mic range of portable microphones. Working in collaboration with D3M licensing group, Flo Rida will be spreading the word about his favorite IK products.



The pairing developed from Flo Rida's longtime interest in IK's products. "It's a fact that I am a huge fan of IK Multimedia and their amazing product line, my iLoud speaker and iRig Mic travel with me," states Flo Rida. "I felt teaming with IK was not only a way to show my fans what I really use but also a way to introduce new and emerging artists to a line of mobile music devices that are simply superior."

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Following the release of Flo Rida's chart-topping single and NBA anthem "GDFR ft. Sage The Gemini and Lookas," and in anticipation of his upcoming album "The Perfect Ten," the partnership seeks to bring awareness to IK's high-quality mobile music creation products via Flo Rida's diverse international fan base and massive social media presence.

D3M Licensing Group CEO Marlo Gold said of the deal, "Working with IK Multimedia, Flo Rida will allow musicians everywhere to express their inner artist. He chose to partner with IK because he uses their products and is confident that working in tandem with IK will allow him to share the best mobile music products with his fans".

IK Multimedia's Managing Director, Gary Kerzner adds, "These are products that Flo uses every day, and he wanted to help us take things to the next level and ensure that people really see why he loves these products. We teamed up with Flo Rida to gain more attention from his millions of followers worldwide and to reach new markets that IK is currently not reaching."

As brand ambassador, Flo Rida will be participating in select IK marketing activities.

For more information, please check:

<http://www.ikmultimedia.com/florida/>

Or visit IK Booth #6512 at CES 2015.

Warm regards,

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About IK Multimedia: IK Multimedia is a computer music technology company that offers a diverse range of affordable and easy-to-use music production tools with great sound quality and a realistic look and feel. With millions of installations worldwide, the IK range has been adopted by musicians of every level, from beginners to professionals, to gain access to high-end, studio-quality gear from their computers or mobile devices. iRig® and iLoud® are trademark property of IK Multimedia Production. All other trademarks are property of their respective owners.