

PRESS RELEASE

Paris, 1st of November 2011

My Love Affair seduces talents from the music industry.

My Love Affair, the young media agency created by Cathy Guetta and Raphael Aflalo, reinforces its team with two new members.

After achieving 7 years of experience in the disc industry in United Kingdom among Big Dipper Management and Warner Music's artistic department (Gnarls Barkley, Muse), **Renaud Skalli** becomes **Head of Artists and Labels Relations**.

He is currently in charge of MyProductPlacement.com, the new and soon to be launched web platform specialised in product placement in music vidéos.



After achieving over 10 years of experience in developing associations between brands and artists within majors, **Nathalie Grava** becomes My Love Affair's **Head of New Business Development**.

Nathalie was previously in charge of Sony BMG special products department and Director of New Business & Brand Partnerships at EMI Music in France from 2006.

About My Love Affair

My Love Affair is the international agency dedicated to bringing brands and artists together. The media agency was created by Cathy Guetta and Raphaël Aflalo, both respectively experts in the music and digital fields. Based in Paris and London, the company is expected to rapidly grow internationally, due to a recent fundraising from some of the biggest names in Internet.

More information on www.my-loveaffair.com

My Love Affair Press Enquiries

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