

Wednesday, 6<sup>th</sup> November 2019

## MELODYVR EXTENDS PARTNERSHIP WITH GOOD MORNING AMERICA

EVR Holdings plc (AIM:EVRH), the leading creator of virtual reality entertainment content and operator of the MelodyVR platform, is pleased to announce that next Wednesday November 13th the Company will extend its partnership with Good Morning America (“GMA”) and ABC to broadcast a landmark event live from the heart of Nashville.

A global audience will be able to experience America’s most-watched morning show in full immersive 360-degree virtual reality on their smartphones via the MelodyVR app, downloadable from the iOS, Google Play and Oculus app stores (or via this link [on.melodyvr.com/App](https://on.melodyvr.com/App)).

Transmitted from Music City’s iconic Wildhorse Saloon, MelodyVR users will get a unique look at Country Music Association Award nominees Luke Combs and Maddie and Tae, as well as country music legends Trisha Yearwood and Trace Adkins during their appearance on Good Morning America.

Thanks to MelodyVR’s groundbreaking live-stream VR technology, an unlimited global audience will be able to experience the program up close in full immersive virtual reality.

By selecting different Jump Spots -- a function that is unique to the MelodyVR platform -- viewers can choose their location within the saloon, getting them incredibly close to their music heroes. MelodyVR will also give users a rare glimpse of their favourite country stars behind the scenes.

MelodyVR has already proven itself to be a firm favourite of country music fans over the last year, with exclusive virtual reality performances from the likes of CMA nominees Blake Shelton, Thomas Rhett, and Midland, as well as Kelly Clarkson and Hunter Hayes available on the platform.

**“I don’t know if you want me in your living room, but if you do, we made that happen,”** says double Award nominee Luke Combs. **“It’s so cool that people around the world can get up close to the show in Nashville with MelodyVR and Good Morning America. CMA Awards day will be so exciting for me after one hell of a year and being able to share that moment with my fans in VR is real special.”**

Anthony Matchett, CEO of MelodyVR says: **“We are delighted to be working with the ABC and Good Morning America team again, after recently partnering with them to broadcast Marshmello and Kane Brown in virtual reality during the renowned Summer Concert Series**

**to fans across 15 countries. It's great to be right at the heart of the action during the biggest day in the country music calendar, and it's a privilege to allow fans around the world to feel as though they're right here in Nashville, as award excitement builds."**

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