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**PRESS RELEASE****INTERACTIVE PROJECT RAISES €400K FOR INTERNATIONALIZATION**

Rome, 14 November 2012

Interactive Project, the Italian start-up leader of the online managerial motor games, has announced today to have raised €400k by a group of investors led by LVenture

The startup, which successfully completed the incubation period at EnLabs, will use the proceeds to finance the international expansion of MyGPTeam (www.mygpteam.com), its first managerial browser-based game inspired by Formula 1.

“The rapid adoption of our game by international users has convinced us to speed up the internationalization”, said Matteo Palumbo, CEO of Interactive Project, “so, after having closed the first international distribution agreements, we have to accelerate the graphic development and the integration of features that will make it easier for us to address the Asian markets”.

“MyGPTeam clearly showed to be an extremely engaging game,” said Luigi Capello, CEO of LVenture that invested also in the micro-seed round, “convincing us of the opportunity to invest in a team which demonstrates an uncommon ability to scale at the international level”.

Use of proceeds will enable Interactive Project to reach over 100.000 international subscribers by June 2013.

About Interactive Project

Interactive Project is a software development company of managerial browser-based motor games. Its first game, MyGPTeam (www.mygpteam.com), inspired by F1, has more than 50,000 worldwide users. Backed by a group of investors led by LVenture, Interactive Project is based in Rome. The company has signed agreements with publishers on three continents. For more information, visit the website www.interactiveproject.it, or the Facebook fanpage www.facebook.com/MyGPTeam or follow via Twitter [@MyGPTeam](https://twitter.com/MyGPTeam)

About LVenture

LVenture is a Venture Capital holding company, specialized in early stage IT based startups.

About EnLabs

EnLabs is an open business incubator and accelerator. It also offers coworking spaces to dynamic companies that wish to grow in a cosy and dynamic environment. With more than 1,500sqm spaces, placed in the heart of Rome, EnLabs is leading the new Italian renaissance

For more information visit: <http://www.enlabs.com/>