

FLIPSIDE XR

FOR IMMEDIATE RELEASE

Flipside XR Announces New CEO and Executive Team Restructuring

WINNIPEG, CANADA, January 23, 2024 — Leading virtual reality (VR) animation software maker Flipside XR announces John Luxford as their new CEO. With 25 years of industry experience and 20 years of leadership experience, coupled with his deep technical knowledge and product vision, Flipside XR Co-Founder Luxford is a natural choice for CEO as the company moves from product launch to growth phase.

“I’m really excited to jump into this new role and this new team configuration as we’re moving into the next phase of the company where we’re focused on helping creators grow their audiences in Flipside,” says Flipside XR CEO and Co-Founder John Luxford. “This restructuring will enable us to align everyone’s efforts to move in the same direction to support this next phase and apply the Executive Team members’ skills with the needs of the organization to help us move faster and more efficiently.”

Flipside XR Co-Founder Lesley Klassen is stepping out of the CEO role and will be focusing on content strategy and creator relations. This aligns well with Lesley’s past experience in the film world including working as a producer, director, technical director, and cinematographer.

“Creators are the heart of Flipside. I’m looking forward to leaning into my roots as a director and creator myself, and working closely with our creators to keep pushing the boundaries of real-time immersive content creation,” says Flipside XR Co-Founder and Head of Creator Relations Lesley Klassen.

Co-Founder Rachael Hosein is expanding her role from Chief Creative Officer into Chief Product Officer to focus more broadly on product development.

“This role lets me apply more of my UX and design experience towards shaping our product,” says Co-Founder and Chief Product Officer Rachael Hosein. “I’m excited to help create a stronger feedback loop between our users and our product and art teams so we can quickly react to new content trends.”

Chris Clarke remains in his current role as Chief Financial Officer.

Flipside XR is gearing up for several exciting announcements throughout 2024 and beyond. Their flagship product, Flipside Studio, is available for free in the Meta Quest and Rift app stores.

For media inquiries, please contact:

John Luxford

john@flipsidexr.com

1-204-470-5745

About Flipside XR

Flipside XR is the team of passionate creators behind Flipside Studio, one of the leading virtual reality apps for creators building the future of entertainment. Originally founded by creators Lesley Klassen, Rachael Hosein, and John Luxford as The Campfire Union in 2014, they began working on Flipside Studio in 2016 and are backed by venture capital firm Boost VC, with additional funding from the Canadian Film Centre and Canada Media Fund.