



Aeria Games, Leader in the MMO Market, Partners with MochiAds to Offer Gamers Over 1,000 More Games

Partnership to bring free online games to Aeria's online gaming community

SAN FRANCISCO – February 19, 2008 – MochiAds, the world's largest online games advertising network, today announced its partnership with Aeria Games, a leading gaming community of free-to-play massively multiplayer online (MMO) games. As part of the deal, Aeria's community will have access to over 1,000 Flash-based casual games from the MochiAds network in addition to their existing catalog of PC downloadable games. The games will be launched as a new Mini Games section integrated into the website.

The partnership with MochiAds brings a variety of Flash games to the Aeria community, monetized through pre-game and inter-level advertisements briefly displayed to users during natural breaks in game play. Aeria's existing MMO games are monetized through micro-transactions where players can buy virtual goods, typically under three dollars, to enhance their game play. The fast-growing gaming community currently supports over 1.4 million users, and has already launched five new MMO games in the past six months alone.

"Aeria Games has a vibrant and dynamic gaming community," said JT Nguyen, Chief Marketing Office of Aeria Games. "They look to us to deliver high-quality, innovative content, and the partnership with MochiAds provides us with the ability to deliver."

The featured Mini Games serve as a welcome addition to drive user engagement with the site, along with the blogs and personal profiles which gamers already have. Members of the Aeria's community will also have the ability to add the games to their profiles, as well as share games with friends both inside and outside of the community. Unlike the MMO games, MochiAds games are shorter in playing time and provide a complement to the former's deeper, more immersive experience. The games will be available free of charge and do not require a download to play.

"We're very excited to be partnering with Aeria Games," said Jameson Hsu, CEO of Mochi Media. "Our online games are a great complement to the massively multiplayer online games with Aeria, and the community members will benefit from the engaging content in our catalog."

In the coming months, Aeria also plans to develop and release a high-quality Flash game in partnership with MochiAds. This upcoming game will be specifically geared to the Aeria community.

About MochiAds

MochiAds is the world's largest online games advertising network for advertisers, publishers and game developers. The MochiAds network connects advertisers with game developers, providing turnkey opportunities to reach the one in three Internet users playing games online. The technology enables publishers to leverage the value from a catalog of engaging games within the MochiAds network and game developers to monetize their games through inserting around-game advertisements during natural breaks in game play. MochiAds is a product of Mochi Media, headquartered in San Francisco and funded by Accel Partners.