



Former Yahoo! Executive Eric Boyd Joins Mochi Media Executive Team

As VP of Engineering, Boyd Will Guide Further Development of Company's Advertising Platform for Casual Games

SAN FRANCISCO — April 21, 2008 — Mochi Media announced today that it has added former Yahoo! vice president Eric Boyd to its executive team as vice president of engineering. Boyd brings years of experience in building massive, scalable platforms for Yahoo! and will lead Mochi Media's engineering team as the company grows larger and expands worldwide. Mochi Media is dedicated to fueling the creativity of the online gaming community through products and services including monetization, analytics and distribution.

Boyd worked for Yahoo! for 10 years and most recently served as vice president of platform engineering, responsible for, among other things, the membership, community and personalization platforms which are deployed widely across many Yahoo! properties. He also managed the broadband engineering team which created the AT&T Yahoo! Internet service as well as similar partnerships with other broadband partners.

"Mochi Media has established a leadership position in a market they have created from the ground up. The market is showing tremendous growth and they've really just scratched the surface of a market that already has strong consumer reach, developer participation, advertiser demand and obvious interest from publishers," Boyd said.

"The company has a great executive team led by Jameson Hsu and Bob Ippolito, and they have an excellent vision for the industry and how they can best empower game developers, an under served audience. Mochi has the potential to do for game developers what Google AdSense did for bloggers or eBay did for its seller community, while at the same time creating an exciting new advertising offering that reaches a huge and highly desirable demographic."

"Eric has built some of the most robust and scalable systems on the Internet," said Jameson Hsu, CEO of Mochi Media. "His expertise and experience will be invaluable to build comparable systems for Mochi that allow us to keep pace with our rapid growth and emerging business opportunities."

Mochi Media's core product is MochiAds, an advertising network for online games. Independent developers of

web games leverage the MochiAds technology to insert pre-game and inter-level advertisements into the games they create, and receive a revenue share of the ad income. Online games reach a wide audience as they are linked across the Internet and shared through different sites, or distributed through publisher partners. Advertisers wanting to reach the one in three Internet users playing games online can buy advertisements targeted by criteria such as domain, game category, and geography.

About Mochi Media

Mochi Media is dedicated to fueling the creativity of the gaming community. The core product, MochiAds, is the largest online games advertising network for developers, advertisers and publishers. The network provides game developers with monetization, distribution and analytics while providing advertisers with turnkey opportunities to reach the one in three Internet users playing games online. The thousands of online games available in the game catalog provide publishers with engaging content to attract, entertain and retain their users. Mochi Media is headquartered in downtown San Francisco and funded by Accel Partners.