



## **MochiAds and Gaia Online Announce the ‘Become a Rock Star’ Flash Games Contest**

*MochiAds and Gaia Online recognize emerging talent within the Flash game community with contest*

(SAN FRANCISCO, CA) – January 22, 2008 – Today MochiAds, the online games advertising network from Mochi Media, announced the launch of the “Become a Rock Star” Flash Games Contest with Gaia Online, the leading online hangout for teens, aimed at recognizing talent within the up-and-coming segment of Flash game developers. Winners of the contest will receive over \$25,000 worth of cash and prizes as well as the opportunity to be awarded game development contracts from Gaia.

Flash games are one of the biggest growth areas within the gaming industry, tapping into the mainstream audience of one in three Internet users playing casual games online. Games built in this format require fewer developer resources compared to traditional games, and attract a wide following because they are free to play and easily distributed on the web. This situation is attractive for budding game designers without large resources, and where many innovative ideas are coming to fruition.

MochiAds and Gaia are looking for innovative and engaging games for the three month contest, as determined by Gaia’s community as well as a panel of judges. “This contest is a unique opportunity for Flash game developers to get the exposure they deserve,” said Mochi Media CEO Jameson Hsu. “There are a lot of talented developers out there, and we’re excited to bring them tools that increase community interaction with their games.”

The contest marks the latest addition to services provided by MochiAds, a custom API allowing developers to create games with custom leader boards and the ability to communicate with publisher sites. Gaia Online is the first to use this enhanced functionality to integrate games into their chat and avatar system. As part of the deal, Gaia Online will receive a premium catalogue of games which enables Gaia users to earn virtual currency and rewards for playing the games.

To sign up for MochiAds and/or submit a game, visit: <http://www.mochiads.com/>  
To view contest details, visit: <http://www.mochiads.com/contests/jan08/>

The last call for entries is Monday, March 31<sup>st</sup>, with all games uploaded by 11:59pm (PST).

### **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 network enables publishers to leverage the value from a catalog of free and engaging games 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.