



MYGAME.COM PARTNERS WITH MOCHIADS IN UNIQUE 'AROUND-GAME' ADVERTISING DEAL

PARTNERSHIP ADDS OVER 1,000 NEW GAMES TO MYGAME.COM AND OFFERS DEVELOPERS MORE WAYS TO EARN MONEY

LOS ANGELES, CA and LONDON, UK: October 18, 2007 – MyGame.com, the first social games site to bring together user-generated content, casual games, and revenue-sharing today announced that it now has added more than 1,000 new games through a partnership between its parent, King.com, the world's largest skills game site, and Mochi Media's MochiAds, the largest online games advertising network.

As a result of this partnership, MyGame.com visitors can access an abundance of high-quality games providing hours of entertainment, and developers on the MochiAds network receive a percentage of advertising revenue for each game play through around-game advertising. The advertisements are pre-game and inter-level, displaying to users during natural breaks in game play.

In addition to more games, MyGame.com has enhanced its homepage so that the most popular games can easily be identified and sorted by most played, and can be displayed showing the three latest uploaded games by genre. All of the games include a thumbnail, game description, category, key words and popularity index, so that developers can track how often their game is played.

“We want MyGame.com to be the place where novice and professional game developers can be successful and where users can discover and play the most entertaining skills and casual-based online games,” said Toby Rowland, CEO of King.com. “Our partnership with MochiAds provides MyGame.com players with new games and game developers with the opportunity to increase their revenues by sharing in the proceeds of around-game advertising.”

Since the launch in May, novice players have created nearly 100,000 user-generated games, using the build-your-own-game feature. Visitors coming to the site have increased the popularity of games including: Bowmaster Prelude, Desktop Tower Defense, Word Pop, Blocky and Bloons, thus creating more revenue opportunities for the developers.

“Connecting developers with greater distribution channels and advertising revenue is a win-win for everyone. Consumers benefit from increased access to high-quality entertainment, and we’re also supporting the game developer community. That’s one of our goals with MochiAds,” said Jameson Hsu, CEO of Mochi Media.

As people look for other forms of entertainment such as online skills and casual games, the potential to generate higher revenues increases exponentially. It is estimated that by 2009, the casual and skills online game advertising market is will reach \$900M giving developers and advertisers the chance to find new ways to generate even higher profits.

About King.com

Launched in 2004, King.com is the world’s largest skill games site with 80 million games played in the month of January 2007. King offers some 60 games, and is available in 8 languages and seven currencies. King is the exclusive provider of skill games for brands such as American Idol, Deal or No Deal, and 1 vs 100. In July 2007, King.com launched MyGame.com, the

first social games site to bring together user-generated content, casual games, and revenue-sharing.

King.com is incorporated in the state of Delaware and the company has offices in Los Angeles, London (UK), Hamburg (Germany), Rome (Italy) and Stockholm (Sweden). King.com does not offer money tournaments in the states of Alaska, Arizona, Connecticut, Delaware, Florida, Illinois, Iowa, Louisiana, Maryland, Missouri, Montana, South Carolina, South Dakota, Tennessee or Vermont.

About Mochi Media

Mochi Media is the world's largest online games advertising network. Within the Mochi Media suite of products are MochiBot and MochiAds, which were designed for game developers and publishers to monetize, track, and virally distribute Flash games on the Internet while providing advertisers with turnkey opportunities to reach the one in three Internet users who play online games. Mochi Media is based in San Francisco and funded by Accel Partners.