



Mochi Media Names Josh Larson as Vice President of Sales and Marketing

Former Double Fusion, GameSpot Executive to Guide Company Communications, Product Development

SAN FRANCISCO — March 4, 2009 — Mochi Media, the world's largest online games network, today announced that it has added Josh Larson to its executive team as vice president of sales and marketing. Larson, a former vice president at Double Fusion and CNET's GameSpot, will lead Mochi Media's sales, marketing and public relations efforts as well guide the company's monetization strategy.

Larson has nearly ten years experience in the gaming industry, holding executive positions at both GameSpot and Double Fusion. Most recently, Larson was vice president of business development and publisher services at Double Fusion, helping to build an in-game advertising network through partnerships with game developers and publishers, as well as developing strategies to acquire inventory. During nearly eight years at GameSpot, Larson was vice president of games, leading product development and overseeing business direction, while setting strategic vision, goals, budget and messaging for CNET's Entertainment division, and developing sponsorship and partnership opportunities. Larson also held other senior positions at GameSpot and in the CNET network.

"Bringing somebody on board with Josh's experience and depth of knowledge about our industry is a momentous step for Mochi Media," said George Garrick, Mochi Media CEO. "We're excited to put Josh's vision and leadership to work and make him a real asset for our company."

"I've been watching Mochi Media grow into the leader in online games over the last year-and-a-half, so it's thrilling to be able to join the team and help the company grow even further," Larson said. "My experience can only add to the deep well of knowledge and talent already at the company – it will be fun to see how we progress moving forward."

About Mochi Media

Mochi Media is the world's largest casual online game network, serving the needs of thousands of Flash developers, reaching almost 100 million unique users each month with a library of over 8,500 games, and enabling advertisers to reach engaged consumers with targeted display, text, and video ads. The company's MochiAds program provides developers with tools to track distribution and usage analytics, enable version control and live updates to distributed games, and provide real-time ad insertion for pre-game and in-game ads. MochiAds developers gain distribution opportunities to over 25,000 websites, as well as monetization opportunities by sharing in the ad revenue generated by their games. Mochi Media is headquartered in downtown San Francisco.

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