



## **hi5 Partners With Mochi Media to Distribute a Fresh Catalog of Games to Its 62 Million Users**

*Leading Social Network to Provide Its Users With Thousands of Free Online Games*

**SAN FRANCISCO – (April 1, 2009)** – hi5, one of the world’s largest and fastest-growing social entertainment sites, today announced its partnership with Mochi Media, the world’s largest online games network. Following the launch of hi5 Games in February, the deal significantly expands the catalog of online games, providing hi5 users an entertaining way to interact with their network of friends and to meet new people within a fun, socially-integrated gaming environment.

The partnership between hi5 and Mochi Media marks a continuation of hi5’s approach of delivering a fun and interactive “social entertainment” experience and represents an important new monetization opportunity utilizing hi5 Coins, hi5’s virtual currency, which launched in December. Users will eventually be able to utilize hi5 Coins for direct transactions, such as downloadable games, challenging friends, premium game content, advanced gaming features, and status upgrades.

“Mochi Media has a proven track record of providing quality, highly-monetizable online games, which aligns perfectly with our core value proposition of providing a more fun and interactive experience for our users,” said Akash Garg, CTO of hi5. “Working with such a large online games platform with thousands of game titles, hi5 will be able to provide a wider array of popular games to our users, serve as another distribution platform for developers, and create new forms of monetization for our business.”

“Mochi Media’s catalog of online games provides socially engaging content for the hi5 Games channel,” said Justin Wong, vice president of business development at Mochi Media. “Through this partnership we will offer hi5’s 62 million monthly unique users with non-stop, interactive entertainment, while providing a wider reach for advertisers and developers.”

hi5 Games makes it easy to play with existing friends and make new friends with

hi5's integrated messaging, challenge and invite features. hi5 Games offers users a variety of casual games in genres such as sports, arcade, strategy and cards. Through the partnership with Mochi Media, hi5 will have access to over 7,000 Flash-based games, which will start being introduced immediately. Some of these common-scoring games include Bloons, Bowja the Ninja, Crazy Go Nuts, Snap N Pop, and Boomstick.

hi5 will also be offering in-game ad placement through MochiAds, Mochi Media's online games advertising network. This solution provides advertisers, publishers and game developers a new and immersive advertising option on hi5 Games, allowing brands to better engage their target audience.

### **About hi5 Networks**

Headquartered in San Francisco, hi5 is one of the world's largest and fastest growing social entertainment sites. Our focus is to bring people closer together and allow our members to build and maintain connections between friends and family online. With over 62 million unique visitors every month, hi5 is a top 20 website globally and the number one social network in 33 countries across Latin America, Europe, Asia and Africa. The service is available in over 50 languages, delivering localized content and applications to users worldwide.

### **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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