



Mochi Media Selected to Present at Under the Radar Conference

Mochi Media Will Present at Conference Recognizing Innovative Entertainment and Social Media Startups

SAN FRANCISCO — May 21, 2008 — Mochi Media, [the world's largest online games network](#), announced today that it will participate in the Under the Radar Conference on June 3, in Mountain View, Calif. Justin Wong, Mochi Media's vice president of business development, will present to a panel of judges evaluating a variety of startups in eight categories. Under The Radar showcases top early- and growth-stage startup companies, highlighting innovative technology and emerging trends.

As part of its presentation, Mochi Media will highlight its business model and unique solutions for the casual and social gaming communities. By building a robust platform, along with partnerships with gaming publishers, Mochi Media gives developers worldwide the opportunity to easily build, distribute and monetize their games across the Web.

“Mochi Media is creating a self-sufficient ecosystem to enable game developers, publishers and advertisers to interact and do business with one another. Online games are an opportunity to reach hundreds of millions of people,” Wong said. “Presenting at Under the Radar will allow us to showcase our technology and unique approach to this rapidly growing market.”

Mochi Media's core product, MochiAds, is an online games ad network which provides tools and services for game developers, publishers and advertisers. The network addresses the needs of Flash game developers and publishers while also offering advertisers a turnkey opportunity to reach the one in three Internet users who play online games. Launched in October last year, MochiAds currently reaches over 60 million unique users worldwide. The company provides developers of Flash games with analytics, distribution, tools and monetization and supplies publishers with a high-quality catalog of hundreds of games with which to engage their users.

Under the Radar provides a vehicle for innovative startups to share their business model with venture capitalists, senior business development executives and other entrepreneurs with the goal of helping companies network. The conference will showcase 40 startups in the entertainment and social media fields with presentations in front of an

audience of VCs, entrepreneurs and senior business development executives from large tech and media companies. Startups will present in several categories, including Social Networks, Gaming, Virtual Worlds, Tools, Video, Social Commerce, Publishing and Community. A winner will be named in each of the eight categories with two overall winners as voted by the judges' panel and by the audience.

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.

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Press Contact:

Jason Throckmorton

LaunchSquad

(415) 625-8555

mochimedia@launchsquad.com