

Playdom: Until Now, the Best-Kept Secret in Social Gaming

Business Wire Press Release

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MOUNTAIN VIEW, Calif.–Playdom, a leading social gaming company, announced its new corporate brand and line-up of popular gaming applications. Playdom is currently the largest game developer on MySpace and has a growing presence on the Facebook Platform. In addition, the company plans to launch its first iPhone application later this month.

Playdom was founded in February 2008 by lifelong gamers Dan Yue, Chris Wang and Ling Xiao and Silicon Valley veteran Rick Thompson. As communicated in the company tagline, “Where players rule,” Playdom is committed to delivering the best possible player experience. Playdom’s founding team relies heavily on user feedback and metrics to understand what players want and deliver it.

Players Rule

Playdom is currently the most highly ranked game developer on MySpace, with the #1 game Mobsters, three of the top four applications and eight of the top 25 applications. Additionally, the company is bringing popular games such as Bloodlines, Mobsters: Overdrive, Poker Palace and Sorority Life to Facebook’s 175 million users.

“What makes Playdom unique is our top-to-bottom commitment to players. We introduce new features and improvements into our games and closely watch player response to decide what stays and goes. In a very literal sense, our players are shaping our games,” explains Dan Yue, CEO and Co-Founder of Playdom. “As long as we continue to respond to our players, we’re confident our games will be successful on new platforms and as player expectations evolve.”

Playdom’s gaming applications:

- +Attract more than 5.2 million daily active users (DAU)
- +Support a 23% play rate, or the percentage of monthly users who return each day (DAU/MAU)
- +Engage players for an average of 11 minutes a session, with longer session times for role-playing games

In addition, more than 5% of people who play the company’s games spend money on virtual goods.

“Playdom has created engaging social games with a great user experience on the MySpace platform,” said Jason Oberfest, Senior Vice President of Business Development, MySpace. “They are playing a central role in the evolution of the MySpace Open Platform and we are pleased to be working with them.”



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Variety in Game Play

Playdom has created a number of popular gaming applications, including:

- Bloodlines
- Bumper Stickers
- Heroes
- Kiss Me
- Mobsters
- Mobsters: Overdrive
- My Green Garden
- Outworld
- Own Your Friends
- Poker Palace
- Rockstars
- Sorority Life

About Playdom

Playdom is a leading social gaming company — and the largest game developer on MySpace. As communicated in the tagline “Where players rule,” Playdom is committed to delivering the best possible player experience to its 5.2 million daily active users. Playdom is located in Mountain View, CA. Please visit www.playdom.com for more information.

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