

Fueled by Business Growth, Playdom Continues Rapid Expansion

May 28, 2009

MOUNTAIN VIEW, Calif.—Playdom, a leading social gaming company and the largest game developer on MySpace, announced the move to a studio model. The move is fueled by rapid growth of its popular games on MySpace and Facebook, including Mobsters, Sorority Life and Poker Palace. To head up the two studios, which are based in Mountain View, CA, Playdom has hired industry veterans Dave Rohrl—from Zynga—and Sean Clark—from Electronic Arts (EA)—as Executive Producers. Rohrl will oversee a studio focused on new intellectual property; Clark will oversee a studio focused on role-playing games or RPGs.

“At this point in Playdom’s growth, it makes sense for us to tap the expertise of accomplished industry veterans like Sean and Dave,” said Dan Yue, CEO and Co-Founder of Playdom. “Bringing them on board will allow us to both innovate more quickly and introduce more games across more distribution channels.”

The new hires deepen an already impressive bench in product development, anchored by Steve Meretzky, VP Game Design, and Matt Householder, Senior Producer. An industry legend with more than two decades of experience creating widely popular games, Meretzky has designed games for industry leaders including Infocom, WorldWinner, Activision, Disney and EA. Meretzky is a co-organizer of the Game Designers Workshop and speaks and writes regularly on trends in gaming. An award-winning producer with almost 30 years of industry experience, Householder has been instrumental in developing and publishing over 25 successful game titles including megahit Diablo II[™].

Rohrl brings over 15 years of game development experiences to Playdom. Previously, Rohrl occupied senior production and game design roles at Zynga, PopCap, EA/Pogo and The Learning Company. Rohrl has produced more than two-dozen published titles—most notably, Word Whomp and Tumble Bees — and has served as managing producer on a dozen more. A respected industry thought leader, Rohrl oversees the annual Casual Games Summit (with Meretzky) and speaks at major industry events.

“Playdom is an industry player that is uniquely positioned to win in the social gaming space,” said Rohrl. “The company is striving to win through excellence, and I’m excited to work with the company’s already-talented team to build out a portfolio of top-flight, innovative social games.”

Clark has nearly 20 years of experience in the game industry. Most recently, as Studio Director for New Platforms at EA/Pogo, Clark managed all operations for two studios focused on casual downloadable games and a startup social gaming studio. Prior to EA, Clark spent 14 years at LucasArts, where he led



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development of graphic adventure games such as Sam & Max Hit the Road, The Dig and Escape from Monkey Island.

“The collective amount of individual talent at Playdom is impressive, and is a big part of why I joined,” said Clark. “I was also attracted to Playdom’s exploration of the intersection of good game design and social behavior. I’m excited to help shape Playdom’s growth and continued game innovation.”

Playdom, with nine of the top 25 games on MySpace, continued its rapid growth with 23 new hires during April and May.

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 more than 20 million monthly active users. Playdom is located in Mountain View, CA. *Please visit www.playdom.com for more information.*

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