

Playdom Names John Pleasants CEO

No. 2 at Electronic Arts Joins High-Growth Social Gaming Company

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MOUNTAIN VIEW, Calif.—Playdom, a leading social game developer, today announced that John Pleasants has accepted the position of Chief Executive Officer. The former President, Global Publishing and Chief Operating Officer of Electronic Arts, Inc. (EA), Pleasants brings a deep understanding of the gaming industry and significant experience scaling high-growth organizations to Playdom.

“I’m thrilled to join Playdom. Online gaming is the fastest-growing sector of the gaming industry, and social gaming, in particular, is transforming the way people play and experience games. With its expertise understanding player behavior, Playdom is uniquely well positioned to lead the industry,” explained Pleasants. “Playdom is also an angel- and self-funded growth company, making it a standout in any industry.”

At EA, Pleasants was responsible for overseeing all consumer-facing businesses, including Pogo, Rupture and Mobile Games, as well as the company’s social gaming initiatives. In addition, Pleasants drove a push to move EA’s \$4 billion portfolio from a software to a services model. Prior to joining EA, Pleasants served as President and CEO of Revolution Heath and Ticketmaster, and held senior management roles with Evite, Match.com and CitySearch.

Co-founder and current CEO Dan Yue will take the position of Chief Product Officer, continuing to shape the company’s product strategy and oversee the development of games from its two studios.

According to Yue, Pleasants was the obvious choice for Playdom. “We’re experiencing tremendous growth in all areas of our business. John’s operational expertise and strong industry relationships will be key to scaling the company quickly and forging the right partnerships. Moreover, John’s vision for the future of social gaming aligns strongly with my own. I look forward to working closely with him to deliver a bigger, bolder social gaming experience to our players.”



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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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