

## Revenge, Mobsters Style

August 5, 2009

Mountain View, Calif.—Playdom, a leading social games developer, today announced the release of Mobsters 2: Vendetta on Facebook. Mobsters 2: Vendetta is the first sequel to a major social game and comes on the heels of the company's launch of Mobsters: Big Apple, the first iPhone mafia game linked to a social net.

With these additions to the Mobsters franchise, Playdom offers the most robust social gaming experience in the mafia genre.

### **Mobsters 2: Vendetta**

Launched on Facebook earlier this month, Mobsters 2: Vendetta has already received a 4-star player rating. As further testament to the quality of game play, player engagement is higher on Mobsters 2: Vendetta than on Playdom's other popular titles. The game also has universal appeal: first-time players are equally as engaged as original Mobsters players.

"Mobsters 2 is an exciting addition to our #1 franchise. We wanted to create a sequel that appealed to our tried-and-true fans and was packed with the right combination of content and features to engage everyone," explained Sean Clark, Executive Producer at Playdom. "Players are clearly enjoying the game, and that's how we measure success."

In addition to the high production value of the game, which is marked by a distinct "graphic novel" style, Mobsters 2: Vendetta boasts twice the content of the original and four firsts for the mafia genre:

- **Rich mob narrative:** Spurred by the murder of a brother, players set off on a global adventure to avenge his death, mobster-style. On their quest, they face the classic elements of a mob drama: lust for power, revenge, tests of loyalty, betrayal and more.
- **Dynamic territory system:** Players can build and manage their own mob city, from buying land to upgrading their properties, to generate income. The end goal: a big enough bank account to support their mob lifestyle.
- **Global scope:** Players can travel outside New York City, starting with Vegas and expanding to mob cities around the globe. New themed missions await them at every stop, and a world map helps them track their journey. Sticking close to home is for old-school mobsters!
- **Expanded class system:** Players start out as a Street Thug but can switch between up to twenty mob classes, from Fixer to High Roller, to help them advance in the game. Each class has a unique strategic advantage, and a "pot of gold" awaits players at the end of each path.

### **Mobsters: The Original**

Launched in July 2008, Mobsters became the #1 app on MySpace in September, only three months after its initial debut. The game still holds the top spot, and players remain hooked: Average playing time and dollars spent per user have consistently increased since the game's launch. In June 2009, the original Mobsters was launched on Facebook, where it continues to enjoy triple digit monthly user and revenue growth.



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**Mobsters: Big Apple**

Introduced early this month, Mobsters: Big Apple is the first mafia game for the iPhone connected to a social network. Now MySpace players can continue their existing Mobsters game on the go, and switch seamlessly back to their browser game. In addition, because it's linked to the #1 game on MySpace, Mobsters: Big Apple is the most content-rich mafia game on the iPhone. The end result is almost unlimited game play.

**About Playdom**

Playdom is a leading social gaming company. 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 on Facebook, MySpace and Hi5. Playdom is located in Mountain View, CA. *Please visit [www.playdom.com](http://www.playdom.com) for more information.*

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