

Playdom Fuels Its Virtual Goods Business

The Company's Prepaid Game Cards Hit Retail Stores Nationwide

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MOUNTAIN VIEW, Calif. — Playdom, a leading social games developer, announced today that it is launching a line of prepaid cards that can be used to purchase virtual goods in its popular games, including Mobsters 2: Vendetta and Sorority Life. The cards will be available for purchase starting in mid-October at Target, as well as at Walgreens and additional nationwide retailers later this year.

“Our retail presence will open up a new channel to reach consumers and ultimately allow more players to participate in our virtual goods economy,” explained Mike Ouye, director of monetization at Playdom. “A growing number of our 28 million monthly active users are teens who may not have access to a credit card. Playdom Game Cards will allow teens to participate more actively in our games and serve as a great gift option for their parents.”

Playdom Game Cards will be available at more than 150,000 retail locations and sold in \$10 and \$25 denominations. Players can redeem the cards for game points – an in-game currency for purchasing items ranging from an arsenal of weapons in Mobsters to designer apparel in Sorority Life. In addition, players can use game points to acquire energy and strength to expedite their game advancement.

“Social gaming is the fastest growing gaming segment, and on average, players are spending more than \$50 per year on virtual goods in social games¹,” said Ouye. “More players are spending money in Playdom’s games, and there’s increasingly evidence they’re willing to purchase higher ticket items.”

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 26 million monthly active users on Facebook, MySpace, iPhone and Hi5. Playdom is located in Mountain View, CA. *Please visit www.playdom.com for more information.*

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¹ from PlaySpan's Digital Goods Buyer Survey, September 2009