

# Playdom Announces Acquisitions of Green Patch and Trippert Labs

*First round of financing put to immediate use to fuel Playdom game pipeline*

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MOUNTAIN VIEW, Calif. — Playdom, a leading social gaming company, announced today it has acquired well-known Facebook developer Green Patch, Inc., and Trippert Labs, an experienced iPhone and social game developer. Both companies were privately held; Green Patch is based in Palo Alto, Calif., and Trippert Labs is based in Menlo Park, Calif. The terms of both transactions were not disclosed.

Playdom is inheriting large, valuable user bases on two important social gaming platforms. Green Patch's games will increase Playdom's monthly user base on Facebook by more than 30%. In addition, (Lil) Farm Life, a popular resource management game with over one million daily active users, will join Playdom's impressive lineup of role-playing games including Sorority Life and Mobsters 2.

Trippert Labs brings a large iPhone user base to Playdom and increases Playdom's development capacity by more than 25%. The company has created dozens of successful iPhone apps, including several titles that reached #1 in the free app category, and developed social applications for leading entertainment brands.

"Playdom has aggressive plans to expand our social gaming footprint in 2010. With these acquisitions, we are increasing our cross-promotional power and bringing two talented new game studios into the Playdom family," said John Pleasants, CEO of Playdom. "The addition of Green Patch and Trippert Labs will significantly enhance our development throughput and help fuel Playdom's game pipeline."

With more than nine popular gaming apps on Facebook, totaling over eight million monthly active users, Green Patch has developed a strong player community and pioneered a number of innovative viral marketing mechanics. In addition, Green Patch was the first social gaming company to use its games for positive change—raising more than \$250,000 for the Nature Conservatory.

Green Patch's founders, David King and Ashish Dixit, will join Playdom in leadership roles. King will become a vice president, and Dixit will become an executive producer. Together they will grow their existing team of 15 game designers and developers into a robust game studio.

"We are extremely excited to become a part of Playdom's success," said King. "We look forward to working together to create gaming experiences that tap into the social graph in fun and innovative ways."

In addition to its substantial iPhone capabilities, Trippert Labs has significant social gaming expertise. The acquisition adds global production capacity to Playdom's expanding team, and Trippert Labs CEO Omar Siddiqui has joined Playdom's management team as vice president of game production.

"Trippert is thrilled to join Playdom. Given Playdom's success on the major social platforms, we have an opportunity to bring our games to an even broader audience," said Siddiqui. "The combination of our fast, efficient development process and Playdom's expertise in virality and monetization makes for a strong natural pairing."

"Omar, David and Ashish bring a unique combination of creativity and analytical ability to Playdom; they will blend seamlessly with our existing DNA," continued Pleasants. "With their help and the hard work of our growing team, I am confident we can deliver on our mission to create the world's best social games."

The acquisitions come on the heels of Playdom's first outside round of financing, valued at \$43 million, and the opening of Playdom's new 10,000-square-foot facility in San Francisco, Calif. and first game studio in Eugene, Ore.

### **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 28 million monthly active users on Facebook, MySpace, hi5, Tagged and iPhone. Playdom is headquartered in Mountain View, CA. Please visit [www.playdom.com](http://www.playdom.com) for more information.

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