

## Playdom Announces \$33,000,000 in Additional Financing

June 22, 2010

MOUNTAIN VIEW, Calif. —Playdom, a leading social gaming company, announced today it had raised an additional \$33,000,000 in venture capital financing. Joining Playdom's existing cadre of venture capital backers are Bessemer Venture Partners, Steamboat Ventures, and New World Ventures.

This additional financing brings the total amount raised by Playdom to \$76,000,000 including amounts previously announced.

### **About Playdom**

Playdom is committed to bringing people everywhere together through the world's best social games. Playdom is a top game developer on Facebook and MySpace with popular titles including Social City, Sorority Life, Mobsters, Tiki Resort, Treetopia and newly released Verdonia. To date, over 130 million Playdom games have been installed on leading platforms including Facebook, MySpace, iPhone and Hi5. Playdom is headquartered in Mountain View, Calif., with studios in San Francisco and Los Angeles, Calif.; Seattle, Wash.; Eugene, Ore.; Boulder, Colo.; Chapel Hill, N.C.; Buenos Aires, Argentina and in South Asia. For more information about Playdom, please visit [www.playdom.com](http://www.playdom.com).

### **About Bessemer Venture Partners**

Bessemer Venture Partners is a global investment group with offices in Silicon Valley, Boston, New York, Mumbai, and Tel Aviv. As the oldest venture capital practice in the United States, BVP has partnered as an active, hands-on investor in Ciena, Ingersoll Rand, Parametric, Skype, Staples, VeriSign, LinkedIn, and Yelp, among many others. More than 100 BVP-funded companies have gone public on exchanges in Canada, India, London, and the United States. For more information, visit [www.bvp.com](http://www.bvp.com).

**About Steamboat Ventures**

With offices in Los Angeles, Shanghai and Hong Kong, Steamboat Ventures is a global venture capital fund that invests in digital media, consumer and technology companies in the U.S. and Asia. Steamboat Ventures pursues a distinctive investment strategy, cultivating investment opportunities that are simultaneously financially promising and also possess the potential to have significant strategic interest to The Walt Disney Company. Founded in 2000, Steamboat Ventures has invested in a range of leading digital media and consumer technology companies, including: Fastclick (acquired by VCLK), Iridigm Display Corporation (acquired by QCOM), Pure Digital Technologies (acquired by CSCO), Quigo Technologies (acquired by TWX), Freewheel, Baynote, and Duowan. For more information, please visit [www.steamboatvc.com](http://www.steamboatvc.com).

**About New World Ventures**

New World Ventures, closely affiliated with The Pritzker Group, is a venture capital firm investing in technology companies with exceptional potential and helping these companies become market leaders in their space. New World's sector focus includes enterprise-focused solutions (e.g. SaaS, IT infrastructure, technology-enabled services) and Internet-driven businesses (e.g. interactive marketing, e-commerce, social networking). New World's dedication to active investing and its commitment to long-term business building have helped its companies achieve outstanding success. For additional information visit [www.newworldvc.com](http://www.newworldvc.com) .

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