

# Playdom Announces Acquisition of Offbeat Creations, Inc.

*Playdom significantly expands its studio capabilities and game pipeline*

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MOUNTAIN VIEW, Calif. — Playdom, a leading social gaming company, announced today it has acquired Facebook developer Offbeat Creations, Inc., a premier developer and publisher of entertainment software on social media platforms. Offbeat Creations was privately held and is based in Bellevue, Wash. The terms of the transaction were not disclosed.

With several popular gaming apps on Facebook, Offbeat Creations has developed a significant player community. Super Farkle, the newest version of the hugely popular dice game with over one million monthly active users, will join Playdom's impressive lineup of games including Sorority Life, Mobsters 2, Lil Farm Life, Tiki Farm, Tiki Resort, Wild Ones and Poker Palace.

"With this acquisition we are bringing a talented new game studio into the Playdom family with a very exciting game pipeline," said John Pleasants, CEO of Playdom. "We have aggressive plans to expand our social gaming footprint in 2010 and the addition of Offbeat Creations will significantly enhance our development throughput and expand Playdom's game pipeline this year."

Offbeat Creations' founders, Chia Chin Lee, Robert Reichner and Tom Fakes, will join Playdom in leadership roles. Together they will grow their existing team of 12 game designers and developers alongside Playdom's existing 15-person Seattle, Washington studio.

"We are very excited to be joining the Playdom family," said Lee. "We believe that together we can create the best possible games and player experiences."

### **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 Sorority Life, Mobsters 1 and 2, Tiki Farm and Lil Farm Life. To date, over 90 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, Calif.; Seattle, Wash.; Eugene, Ore. and in South Asia. For more information about Playdom, please visit [www.playdom.com](http://www.playdom.com).

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