

Playdom Announces Acquisition of Three Melons

Social gaming company expands its geographic footprint as it scales operations in 2010

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MOUNTAIN VIEW, Calif. — Playdom, a leading social gaming company, announced today it has acquired Three Melons, a premier developer of online games. Three Melons was privately held and is based in Buenos Aires, Argentina. The terms of the transaction were not disclosed.

A leader in social gaming technology, Three Melons has developed sophisticated proprietary software to enhance the production of games and is also an early adopter of cutting edge development tools like Unity 3D. To date, Three Melons has produced more than fifty games as a third-party developer and recently launched their first original title, Bola (www.facebook.com/bola), a Facebook soccer application with over 145,000 daily active users. Three Melons' Bola is strategically timed with a heavy World Cup theme—a major draw for an international player base excited for the early summer tournament. By integrating Playdom's support and social gaming knowhow with Three Melons' plan for frequent game enhancements, Bola should become one of the top sports applications on the Facebook platform.

"We are thrilled to join forces with Playdom," said Mariano Suarez Battan, CEO of Three Melons. "The company has positioned itself for success in 2010 and we look forward to working as a team to deliver on that goal."

Three Melons' forty-five-person studio will grow over the next year to support the aggressive product calendar Playdom has planned for 2010. Working alongside Suarez Battan at Three Melons, is chief technical officer, Patricio Jutard, and co-founders Augusto Petrone, Pablo Mayer and Nicolas Cuneo.

"We admire the Three Melons team and welcome their quality talent to the Playdom family," said John Pleasants, CEO of Playdom.



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, and Tiki Resort. To date, over 100 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.; Buenos Aires, Argentina and in South Asia. For more information about Playdom, please visit www.playdom.com.

Contact

Christa Quarles, Chief Financial Officer

Playdom

christa@playdom.com

650.963.8024