

Playdom Announces Acquisition of Hive7

Adds Game Development Capacity and Expertise

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MOUNTAIN VIEW, Calif. —Playdom, a leading social gaming company, announced today it has acquired Hive7.com, Inc., a privately held social gaming startup based in Palo Alto, California. The terms of the transaction were not disclosed.

Founded in 2005, Hive7 focuses on building games played on Facebook and other social networks and is best known for Knighthood, a medieval themed game of combat and diplomacy. Its other titles on Facebook, Myspace, Bebo and other social networks include Youtopia, Kick-Off, and Syndicate.

“Our entire team is excited about joining forces with Playdom,” said Max Skibinsky, CEO of Hive 7. “Gaining access to Playdom’s industry knowledge and resources represents a unique opportunity for our studio to operate on an entirely new scale.”

“We have moved our development studio into Playdom’s Mountain View office and are hard at work on our next title. We will continue to deliver enjoyable and engaging games to Playdom’s much larger player base,” added Dave Holt, COO and Executive Producer of Hive7.

Hive7 is Playdom’s most recent addition to its wide range of studios. With five acquisitions over the past four months, Playdom has built a well-rounded portfolio of studios that allow it to develop a range of social games that appeal to a broad audience.

“We welcome Hive7’s employees and contractors to our family,” said John Pleasants, CEO of Playdom. “Our studio structure enables us to add stand-alone development start-ups like Hive7 to our portfolio without disrupting the cohesion and collegiality that made it such a special place to work. By integrating with our innovative central services and business intelligence functions, Hive7 will be positioned to develop deeper and more compelling games.”



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.

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