



Outspark Appoints Owen Mahoney to Chief Executive Officer

*Electronic Arts Veteran Joins Leading Freemium Gaming Company
To Boost Expansion in North America, Europe and Asia*

San Francisco, Calif. – September 8, 2009 – Outspark, the premier North American publisher for free-to-play massively multiplayer online (MMO) games, today announced the appointment of Owen Mahoney as Chief Executive Officer. Mr. Mahoney's career path spans traditional and online media including senior executive roles at Electronic Arts Inc., the leading global independent developer and publisher of video games. Outspark's Founder and current CEO, Susan Choe, will continue to serve as Chairman of the Board and work with game developers on partnering with Outspark.

Mr. Mahoney will accelerate Outspark's continued expansion of its global user base from North America where it has the largest free-to-play MMO audience. The company has also established a rapidly growing community in Europe and in the Pacific Rim where free-to-play games have attracted large audiences for many years. Currently, Outspark has a registered user base of more than 4.7 million globally, and since the company launched in 2007, traffic to Outspark has grown to 5.4 million unique visitors a month.

"Since founding Outspark early 2007, the Freemium MMOG market has evolved dramatically. Outspark's team has built a leading game publishing company, executing solid growth while bringing together a unique MMOG publishing platform with social community elements," said Susan Choe. "With Owen's leadership and business experience in the global gaming industry, Outspark will evolve as a leading global game industry player."

Mr. Mahoney brings more than 15 years experience working in the digital media sector. Most recently, he was Senior Vice President of corporate and business development at Electronic Arts, and during his 9-year tenure from 2000-2009, he led the company's worldwide corporate development activities including acquisitions, equity investments and strategic partnerships. Previously, Mr. Mahoney has held numerous executive positions at online and software companies in both the U.S. and Asia, including PointCast, Claris Japan and Radius. Mr. Mahoney holds a B.A. in Asian Studies from the University of California at Berkeley and attended the University of Tokyo's graduate law program.

"Having the opportunity build on Susan's success is a great privilege and I'm honored by the board's endorsement," said Owen Mahoney. "Outspark appeals to a vast global user base and to everyone who wants to establish a connection with gamers around the world in real time. Outspark's game publishing platform and portal also offer fantastic opportunities to both content developers and game publishers, and I look forward to providing value for Outspark, our loyal user base, investors and our great staff."

Outspark has enjoyed rapid success with a unique business model that has created a flourishing online community around the concept of engaging social events, in-game and around-game

networking, user-generated content and a personalized user experience. Outspark currently offers five mid-casual MMO games with more titles being launched this year.

For images of Mr. Mahoney, please contact Outspark's media contacts.

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About Outspark:

Outspark is a leading entertainment services company that publishes and operates engaging online multiplayer games. Featuring a portfolio of immersive free-to-play games and related content, the company is building an online destination where members come for the games and stay for the community. Outspark has partnered with numerous leaders in the gaming space, including urban lifestyle brand Rocawear and technology companies like YouTube, Vivox, Meebo and Dyyno, all assisting in making the Outspark virtual playground the ultimate gaming and social destination. Backed by Tencent, Altos Ventures and DCM, Outspark is headquartered in San Francisco, Calif., with a subsidiary office in Seoul, Korea. For more information, visit <http://www.outspark.com>.

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