



Mochi Media Selected by AlwaysOn as an AO Global 250 Winner

Online Gaming Leader Chosen For Innovative Technology, Rapid Growth

SAN FRANCISCO, July 17, 2008 – [Mochi Media](#) today announced that it has been chosen by AlwaysOn as one of the AO Global 250 Winners. Inclusion in the AO Global 250 signifies major developments in the creation of new business opportunities in the global technology industries. Mochi Media was selected by the AlwaysOn editorial team and other industry experts spanning the globe, based on a set of five criteria: innovation, market potential, commercialization, stakeholder value and media buzz. Prior to this, Mochi Media was also chosen by AlwaysOn as an OnHollywood 100 winner in May.

Mochi Media and the AlwaysOn Global 250 Top Private Companies will be honored at the AlwaysOn & STVP Summit at Stanford scheduled to occur on July 22-24, 2008 at Stanford University. This two-and-a-half day executive event highlights the significant economic, political and commercial trends disrupting the global technology industries and features the most innovative companies, eminent technologists, influential investors and journalists in keynote presentations, panel debates and private company CEO showcases.

The AO Global 250 was selected from hundreds of companies, nominated by a panel of industry experts in the online technology, media, entertainment, enterprise and green tech sectors from around the world.

“The AO Global 250 winners have excelled in key strategic areas in the global technology markets,” said Tony Perkins, founder and CEO of AlwaysOn. “We congratulate them for their success in introducing new tools, services, and platforms that are driving the next phase of innovation and creating real value at an economically uncertain time.”

"We are honored to be recognized as an AlwaysOn winner," said Jameson Hsu, CEO of Mochi Media. "Mochi Media is providing advertisers with an innovative way to reach millions of gamers worldwide, and also giving [game developers](#) pain-free solutions for monetizing and distributing their work. It's great to see our leadership in the [Web gaming](#) space recognized, and we are focused on continuing to grow our platform and technology."

Mochi Media is a platform providing tools for [game developers](#), advertisers and publishers. The company provides [game developers](#) with analytics, distribution, and monetization tools while enabling advertisers to reach over 60

million unique gamers per month. With over 3,000 games in their catalog, Mochi Media also provides publishers with a huge catalog of high-quality [online games](#) to engage and monetize their users.

A full list of all the AO Global 250 winners can be found on the AlwaysOn Web site at <http://alwayson.goingon.com/permalink/post/27959>

About Mochi Media

Mochi Media is a platform dedicated to fueling the creativity of the gaming community through its products and services. The core product, [MochiAds](#), is the largest online games advertising network for developers, advertisers and publishers. The network provides game developers with monetization, distribution and analytics while providing advertisers with turnkey opportunities to reach over 60 million gamers per month. The thousands of online games available in the game catalog provide publishers with engaging content to attract, entertain and monetize their users. Mochi Media is headquartered in downtown San Francisco.

About AlwaysOn

AlwaysOn ignited the open-media revolution in early 2003 by being the first media brand to launch a community blog network. In 2004, AlwaysOn continued to lead the industry in innovation by engaging its bloggers in a social network. AlwaysOn is also revolutionizing the media business by applying its open-media principles to its executive event series (Stanford Summit, OnHollywood, OnMedia, GoingGreen, NordicGreen, and Venture Summit East and West) and quarterly print “blogozine”. No other media brand has dared to create such open interaction with its readers and event participants.

Press Contact:

Jason Throckmorton or Corey Lewis

LaunchSquad

(415) 625-8555

mochimedia@launchsquad.com