



‘Captain Skyro,’ ‘Earth Defense’ and ‘Nebulosa Realms’ Take Top Prizes in Flash Game Developer Contest Sponsored by Mochi Media and Gaia Online

SAN FRANCISCO, CA — May 15, 2008 —Mochi Media and Gaia Online announced today the winners of their “Become a Rock Star” Flash game contest. The contest was launched in January and received more than 200 game entries from Flash game developers during the four-month contest period. The contest challenged developers to create innovative, high-quality games with the goal of identifying up-and-coming Flash game developers. Five winners were selected by a panel of industry judges, while an additional ten winners were selected by Gaia Online’s virtual community. Contest participants were given a chance to win more than \$25,000 worth of cash and prizes, as well as the opportunity to secure a game development contract with Gaia.

For the judged portion of the contest, the 1st place prize winner was “Captain Skyro” created by Daniel Adijans. “Captain Skyro” follows a daring pirate captain as he slingshots his way through the clouds with the aid of his green parrot. The 2nd place award went to “Earth Defense,” a retro shooter created by Philip Maxey. “Amberial: Nebulosa Realms,” a space-themed platformer created by JesúsCuauhtémoc, rounds out the top three winners.

In the second portion of the contest, Gaia community members voted on contest entries during the month of April. More than 800,000 votes were cast by the Gaia audience. Receiving the 1st place prize was “BoomsticK,” an action shooter game by Zach Young of Abduction Studios. The 2nd place prize went to “CannonMan” by Philip Maxey, an entertaining action game with the objective of shooting a man as far as possible out of a cannon. “Blockarelli” by Tony Paldra, an addictive block puzzle game, took 3rd place.

“The quality of the contest entries was excellent. This contest truly highlights the amazing talent that exists in the Flash games development community,” said Mochi Media CEO Jameson Hsu. “We’re excited to support this community of Flash developers by recognizing them for their creations, as well as helping them succeed with our products and services.”

“Our audience really enjoys casual games and this contest was a unique opportunity to give our active community a voice in selecting the new game content they want added to the site,” said Craig Sherman, CEO of Gaia Online.

The contest showcased the latest services provided by MochiAds, including a custom API allowing developers to

create games with custom leader boards and the ability to communicate with publisher sites. As the sponsor for the contest, Gaia Online is the first to use this enhanced functionality to integrate games into their chat and avatar system.

All winners selected by a panel of industry judges:

- 1st place — “Captain Skyro” by Daniel Adijans
- 2nd place — “Earth Defense” by Philip Maxey
- 3rd place — “Amberial: Nebulosa Realms” by JesúsCauahutémoc
- 4th place — “Gríde” by Jussi Kari
- 5th place — “BoomsticK” by Zach Young

All winners nominated by the Gaia community:

- 1st place — “BoomsticK” by Zach Young
- 2nd place — “Cannon Man” by Philip Maxey
- 3rd place — “Blockarelli” by Tony Paldra
- 4th place — “ColorSmash” by Dwayne Bull
- 5th place — GaiaGuessWho by Ernesto Quezada
- 6th place — “Bubble Pop” by Brandon Flynn
- 7th place — “Ultimate Online Checkers” by Edgar Miranda
- 8th place — “Amberial: Nebulosa Realms” by JesúsCauahutémoc
- 9th place — “Pickies” by Ira Willey
- 10th place — “Crumbs!” by David Durham

All contest entries can be viewed on the Gaia site at www.gaiaonline.com/mochi/final.

About Mochi Media

Mochi Media is dedicated to fueling the creativity of the gaming community. 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 the one in three Internet users playing games online. The thousands of online games available in the game catalog provide publishers with engaging content to attract, entertain and retain their users. Mochi Media is headquartered in downtown San Francisco and funded by Accel Partners.

About Gaia Online

Founded in 2003, Gaia Online is the leading teen hangout on the web. More than five million visitors come to Gaia every month to make friends, play games, watch movies in Gaia Cinemas, Gaia’s virtual theaters, and participate in the world’s most active online community. Gaia provides a fun, social environment that inspires individuality and creativity. With everything from art contests to discussion forums on poetry, politics, celebrities and more, to fully customizable profiles, digital characters and cars, Gaia is a place where teens can create their own space and express

their individual style. For more information, visit www.gaiaonline.com.

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