

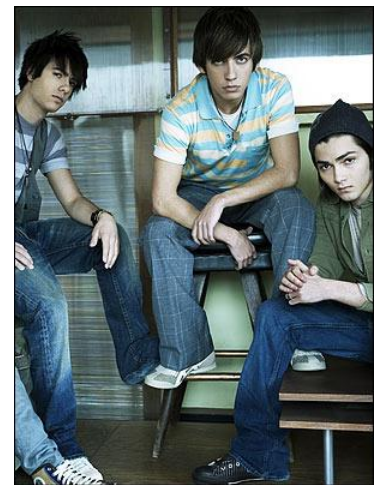
Geffen Records Scores High with Online Game Ads for Pop Band NLT on MochiAds

Around-game advertising network reaches young female gamers and generates 10x more clicks versus traditional online advertising

(LOS ANGELES, CA - SAN FRANCISCO, CA) – December 5, 2007 – MochiAds, the largest online games advertising network, today announced positive results of a brand campaign with record label, Geffen Records, to promote awareness of up-and-coming boy band, NLT. The record label moved beyond traditional online advertising channels such as paid search and social networks, venturing into the emerging world of over 270 million consumers playing online games worldwide. The 30-day campaign delivered a 10X higher click through rate for Geffen compared to their traditional CPM programs.

CAMPAIGN FEATURES

To promote the group, Geffen turned to Mochi Media's MochiAds network to run a campaign targeting young females through online games. Geffen's campaign featured pre-game and inter-level advertisements from the pop group in exclusive placements. These ads showed in games played largely by young, female gamers such as puzzle and board games. The campaign's success with MochiAds was not only based on measured click through rates, but also the quality of traffic delivered to the NLT site. These metrics included the number of times users clicked through to the Geffen Records distribution website, downloads of NLT instant message icons, wallpapers and MySpace backgrounds grabbed by users. Geffen's campaign also generated an increase in the number of people who signed up for the NLT e-mail newsletter and in previews of NLT's songs and videos on the group's official Website or Myspace page.



“MochiAds delivers phenomenal ROI compared with our existing advertising channels. It has provided us a new way to reach our audience through the medium of online games, and allowed NLT to engage and entertain a new segment of fans,” said Daniel Cho, New Media Manager for Geffen Records. “As a result, the campaign delivered more than just awareness and exceeded our expectations with great metrics and exceptional conversions once consumers reached the NLT site.”

MochiAds, A Scalable Level Of Around-Game Advertising

Unlike in-game advertising for console games, where campaigns often require over a year of planning and significant six-figure budgets, around-game advertising is a scalable complement to any interactive campaign because programs are both measurable and adjustable. Marketers can easily set up a campaign and integrate ads into online games targeted to reach their audience within 24 hours.

“Geffen Records continues to stay on the cutting edge of promoting its artists by capturing valuable audiences outside of the traditional marketing channels,” says Tim Kelly, advertising spokesman at Mochi Media. “MochiAds reaches over 50 million unique users per month, enabling brand messages to resonate with often fickle and difficult to reach consumers.”

About Mochi Media

Mochi Media is the world's largest online games advertising network. Within the Mochi Media suite of products are MochiBot and MochiAds, which were designed for game developers and publishers to monetize, track, and distribute Flash games on the Internet while providing advertisers with turnkey opportunities to reach the one in three of Internet users who play online games. Mochi Media is based in San Francisco and funded by Accel Partners.