



Mochi Media, Dictionary.com Partner to Announce Word Play Flash Game Contest

Five Winners Awarded a Total of \$15,000; Winning Word Games will be Featured on Dictionary.com

SAN FRANCISCO, CA — June 9, 2009 — [Mochi Media](#) and Dictionary.com today announced that they are accepting submissions for the Word Play Flash Game Contest, a new word puzzle Flash game contest sponsored by the leading online dictionary, Dictionary.com. The top five games will be featured in the game section on Dictionary.com and the winning developers will be awarded total prizes of \$15,000.

From now until Aug. 14, game developers can submit original word games for evaluation by a team of expert judges including Mochi Media and Dictionary.com employees. All games must incorporate Mochi Media's advertising and leaderboard technology. Dictionary.com will provide a lexicon of words for developers to use in their games. Five finalists will be selected from the submissions and awarded a total of \$15,000 with the following distribution pool:

- One \$7,000 first place winner
- One \$4,000 second place winner
- One \$2,000 third place winner
- Two \$1,000 honorable mentions

"Word games are a fun and hugely popular part of our Flash game library," said Justin Wong, Vice President of Business Development for Mochi Media. "It's thrilling to see Dictionary.com engaging our creative Flash developer community to encourage novel and imaginative word games."

"More than 35 million people come to Dictionary.com each month and our word games are one of the most popular features of our site," said Doug Leeds, President of Dictionary.com. "We are excited to work with Mochi Media's extensive game developer network to create new, innovative and fun word games for our word enthusiast community."

Full details and rules about the contest can be found at <http://www.mochiads.com/contest>

About Dictionary.com

Dictionary.com is the leading provider of language reference products and services on the Internet and an affiliate of Ask.com, a leading search engine website, both of which are wholly-owned subsidiaries of IAC/InterActiveCorp. Dictionary.com, LLC includes Dictionary.com, the Dictionary.com Word of the Day, Thesaurus.com and Reference.com, and serves more than 35 million unique worldwide users per month, according to April 2009 Quantcast data.

About Mochi Media

Mochi Media is the world's largest casual online game network, serving the needs of thousands of Flash developers, reaching almost 100 million unique users each month with a library of over 14,000 games, and enabling advertisers to reach engaged consumers with targeted display, text, and video ads. The company's MochiAds program provides developers with tools to track distribution and usage analytics, enable version control and live updates to distributed games, and provide real-time ad insertion for pre-game and in-game ads. MochiAds developers gain distribution opportunities to over 25,000 websites, as well as monetization opportunities by sharing in the ad revenue generated by their games. Mochi Media is headquartered in downtown San Francisco.

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