



## **Micro-Transactions Proving to be Game-Changer for Mochi Media**

*World's Largest Network of Online Games Announces Enhancements to Recently Launched Micro-Transactions Platform Alongside Impressive Company Growth, Milestones*

**SAN FRANCISCO — September 29, 2009** — Mochi Media, the world's largest online games network, today announced a significant increase in business momentum in the third quarter, highlighted by the integration of its recently launched micro-transaction platform Mochi Coins with more than 45 games, the launch of multiple strategic partnerships and the creation of a new revenue sharing program with Web publishers who host games that use Mochi Coins.

Since the debut of Mochi Coins in July, many developers in the first phase of the roll out have experienced impressive results, including Ninja Kiwi whose "SAS: Zombie Assault 2" has already generated more than \$20,000 (US) in transaction revenue in its first two months after launch. Mochi Media's lineup of premium Flash games includes a host of original games as well as familiar franchises like "Street Fighter II: Champion Edition," and the full catalog can be viewed at [www.mochigames.com](http://www.mochigames.com).

Mochi Coins has also been integrated into "Shadez 2: Battle for Earth," a groundbreaking new Flash game that delivers the quality and engagement of a console-based, real-time-strategy game, and the broad revenue potential from the ability for gamers to buy in-game virtual goods and upgrades. Mochi Media partnered with the online game portal Crazy Monkey Games to release the game – currently in beta – which was developed by popular game developer Sean Cooper, whose titles include the Bond series, Battlefield, Godfather, Syndicate series, Magic Carpet series, "Populous" and the Flash game Boxhead series. The previous entry in the Shadez franchise, "Shadez: The Black Operations" was a huge success with gamers worldwide, reaching over 20 million game plays to date.

Mochi Media has also expanded the Mochi Coins consumer payment options through partnerships with Zong, the leading mobile payment service, and Rixty, an alternative online payment system designed for the youth market, to integrate their payment platforms into Mochi Coins and expand the functionality and monetization opportunities for publishers using the system. The partnership with Zong enables consumers to transact directly through their mobile device, and with Rixty, consumers can trade in their cash and change for Mochi Coins through Coinstar and thousands of convenience stores worldwide.

With the addition of Rixty and Zong as payment partners for Mochi Coins, the service will be accessible to an increased number of both international and teen audiences that do not have access to traditional credit card purchases. Opening up additional payment options will significantly increase revenue opportunities for developers and will continue to fuel Mochi Media's success. According to the most recent comScore data, Mochi Media's network of online Flash games reached more than 100 million people worldwide in July, making it the No. 1 online games property in the world.

“Micro-transactions are generating significant adoption and success in the Flash games industry and we’re only at the beginning,” said Jameson Hsu, co-founder and CEO at Mochi Media. “The combination of selling virtual goods directly to consumers and the top-tier advertising partnerships are creating incredible opportunities for successful developers to create rich, engaging experiences for their gamers. Across the board, we are seeing some of the most impressive growth for our business and the Flash games industry to date.”

Mochi Media also recently launched a Mochi Coins affiliate and micro-transactions revenue sharing program for the over 30,000 Web sites that host games from the Mochi Media network. Web publishers who host games that are integrated with Mochi Coins will now have the opportunity to earn up to 20 percent of the total transactions that occur on their site. Publishers can find more details about the Mochi Coins program at [www.mochimedia.com/coins](http://www.mochimedia.com/coins).

### **About Mochi Media**

Mochi Media is the world's largest online game network, serving the needs of thousands of Flash developers, reaching over 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 Flash game development products and services provide developers with tools to track distribution and usage analytics, enable version control and live updates to distributed games, and provide monetization via micro-transactions and real-time insertion of pre-game and in-game ads. Mochi Media’s developers gain distribution opportunities to over 30,000 Web sites, as well as monetization opportunities by sharing in the ad and micro-transaction revenue generated by their games. Mochi Media is headquartered in downtown San Francisco.

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