



## Flash Gaming Summit Announces Premier Sponsor; Releases Conference Agenda

*Adobe, AddictingGames, and Zynga Among the Featured Speakers For Sold-Out Show; 30 Finalists Announced for Industry's First Flash Gaming Awards*

**SAN FRANCISCO — March 16, 2008** — Mochi Media today announced the full conference agenda and speaker lineup for its upcoming Flash Gaming Summit 2009 and introduced Adobe as the event's Premier Sponsor. The one-day, sold-out conference, taking place March 22, 2009 in downtown San Francisco is the first gathering exclusively focused on fostering the growth and success of the Flash games community. Flash Gaming Summit will bring together leaders from the gaming, social media and Flash development industries to share insights and strategies around the technology, business, distribution and marketing of Flash-based games. The summit is aimed at game developers, artists, entrepreneurs, investors and game portal owners interested in Flash gaming.

Flash Gaming Summit will also feature the debut of "The Mochis," an award recognizing the best independent Flash games in the industry. More than 900 nominations were submitted by the gaming community in a variety of categories, and 30 finalists were selected to be judged in a variety of categories, including Best Commercial Game, Best Indie Game and Best Game Art. Winners, as determined by a panel of judges, will be announced at the Flash Gaming Summit.

Confirmed speakers include:

- Adam Caplan, President, KITN Media
- Andrew Chen, Blogger, Futuristic Play
- Bret Terrill, Director of Business Development, Zynga Games
- Brian Robbins, Studio Head, Fuel Games
- Chris Benjaminsen, Co-founder, Nonoba
- Chris Hughes, Co-founder, FlashGameLicense
- David Scott, Co-founder and CFO, Casual Collective
- Daniel James, Co-founder and CEO, Three Rings
- Edmund McMillen, creator of Coil (IGF Finalist)
- Jameson Hsu, Co-founder and Chief Mochi, Mochi Media
- Jason Loia, COO, Digital Chocolate
- Jeremy Liew, Managing Director, Lightspeed Venture Partners
- Jim Greer, Founder and CEO, Kongregate
- Joel Breton, Director of Game Development, AddictingGames
- John Cooney, Gead of Game Development, Armor Games
- Kate Connally, VP, AddictingGames
- Kenny Rosenblatt, Co-founder and CEO, Arkadium Games
- Paul Preece, Co-founder and CEO, Casual Collective
- Ranah Edelin, VP of Business Development and Marketing, Raptr
- Richard Fields, Founder and CEO, MindJolt Games
- Ryan Stewart, Platform Evangelist, Adobe.
- Stephen Harris, Co-founder, Ninja Kiwi
- Sean Cooper, Founder, SeanTCooper.com

The agenda is as follows:

9:45 a.m. – Opening Keynote  
10:00 a.m. – Designing and Building Successful Multiplayer Games  
11:00 a.m. – Getting Eyeballs - Marketing and Distributing Flash Games  
1:30 p.m. – The Future of Flash  
2:30 p.m. – Monetization and Business Models for Flash Games  
3:30 p.m. – The Mochis Flash Game Awards  
4:30 p.m. – What Makes a Flash Game a Hit?  
3:30 p.m. – Social Game Design 101: How To Make Flash Games That Social Networkers Want to Play  
6:00 p.m. – License to Play, Flash Gaming Summit After Party

"Game developers are at the leading edge in their use of Adobe® Flash® technology, and it's exciting to take part in supporting an event exclusively dedicated to the use of Flash in developing online games," said Tom Barclay, senior product marketing manager for Adobe Flash Player at Adobe. "Flash Gaming Summit will be a great opportunity to see first hand how people are innovating the online gaming industry using the Adobe Flash Platform."

"Flash gaming is growing by leaps and bounds, both as an industry and as a creative force in gaming, and Flash Gaming Summit is fostering that growth by bringing all of the leading figures in the industry together to talk about what the future holds in store," said Jameson Hsu, Chief Mochi at Mochi Media. "The conference will allow people to discuss the unique topics that Flash game developers face, give the community a chance to connect and share knowledge with one another, and celebrate the best of the industry."

**For more information on the Flash Gaming Summit, go to:**  
**<http://www.flashgamingsummit.com/>**

#### **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 8,500 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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