



GamePro.com Taps Mochi Media to Offer Users Free Access to Popular Online Games

New Gaming Section Creates New Monetization Opportunity While Allowing Audience to Choose from a Deep Games Library

SAN FRANCISCO — Nov. 12, 2008 — Mochi Media, the world's largest online games network, today announced a new relationship with GamePro Media, IDG's popular gaming division, to provide a catalog of free online games to entertain visitors as well as drive new revenue streams. The addition of the catalog is part of GamePro.com's recent relaunch, which is focused on providing gamers of all types a better way of discovering and enjoying games.

Through Mochi Media's MochiAds for Publishers platform, GamePro.com will receive a feed of constantly updated, well-integrated online gaming content for its "Free Games" section. GamePro.com visitors will be able to choose from hundreds of popular online titles, adding to the site's user experience and stickiness. The games are monetized via brief ads shown during natural breaks in game play, such as while the game is loading or between levels.

"Online games are a natural extension to GamePro.com, as they have become a core part of the entertainment experience for all type of gamers," said Eric Patterson, VP of Marketing for GamePro Media. "The partnership with Mochi Media provides us with a constant stream of quality Flash games, which will soon enable our editors and users to rate and review each title, just as they do for our console games."

The results from GamePro.com's addition of the online games section have been promising. Since launch, the Free Games section has been one of the most popular areas of the site. The time spent per page has also been more than double that of other content areas.

"Games add variety and entertainment to complement site content," said Jameson Hsu, CEO of Mochi Media. "Online games range from action-oriented shooters to low-key puzzles, and can appeal to diverse audiences. Mochi Media's online games are a natural fit for GamePro.com, providing it with thousands of games to choose from to match their audience's needs."

MochiAds for Publishers provides publishers access to online games from a catalog of thousands of high quality, rights-free games. The service creates a tremendous opportunity for new and existing Web sites to create or expand their own game portals via games that increase audience engagement and loyalty. Games in the MochiAds catalog provide ad-supported monetization revenues to participating sites.

About Mochi Media

Mochi Media is a platform dedicated to fueling the creativity of the gaming community through its products and services. 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 over 60 million unique users per month. The thousands of online games available in the game catalog provide publishers with engaging content to entertain and monetize their users. Mochi Media is headquartered in downtown San Francisco.

About GamePro Media

A division of IDG, GamePro Media is a network dedicated to publishing websites and magazines that meet the needs of today's video game communities. Over 20 years old, GamePro Media is the largest integrated gaming media brand, now reaching over 14MM website visitors and 2.5MM magazine readers each month. GamePro.com has provided gamers the most up-to-date product information and industry news related to console games for the last 10 years. It serves as a one-stop destination for researching game purchases through easy-to-use search functionality, detailed product pages, and trusted previews and reviews from both users and editors.