



Mochi Media Joins Google for Launch of AdSense For Games

Online Games Network Works with Google Gaming Program for International Monetization

SAN FRANCISCO — October 8, 2008 — Mochi Media today announced a collaboration with Google's AdSense for Games™ that will enable Google to place advertisements in MochiAds, Mochi Media's network of online games. Through this relationship, AdSense for Games will gain access to Mochi Media's international ad inventory and reach gaming audiences across tens of thousands of Web sites. Mochi Media's community of game developers will also realize increased monetization for their creations, as Mochi Media adds Google to its existing networks.

"Working with Google will be tremendously beneficial to both parties, as well as to our community of game developers," said Jameson Hsu, CEO of Mochi Media. "Google AdSense for Games will be able to offer a wide reach for its advertisers, and Mochi Media can better monetize international traffic for our developers and publishers."

Mochi Media has been developing its online game platform since 2005 and has built a strong reputation in the game development community through its MochiAds product, an online games network that provides analytics, distribution, and monetization tools. In joining forces with Google, developers using MochiAds will seamlessly and automatically gain access to text, image, and video ads from the AdSense for Games network. Advertisements via AdSense for Games will primarily be delivered as pre-game and inter-level text and video ads in games.

Free online games reach a broad and engaged audience, with one in four Internet users visiting online games sites each month¹. Surveys have also suggested that online gamers are more accepting of ad-supported games, with a recent Macrovision study indicating that 83 percent of gamers are willing to view a 30-second ad in exchange for free game play. The online games audience is becoming increasingly attractive to advertisers because these types of games offer a new, engaging medium to reach key age groups, and a 50/50, male/female split audience.

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.

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¹ comScore World Metrix Study, July 2007