



Mochi Media Ranked By comScore As Largest Online Gaming Property Worldwide

Flash Gaming Network Reaches 91 Million Unique International Visitors in April

SAN FRANCISCO, CALIF — June 1, 2009 — According to the most recent comScore data, [Mochi Media's](#) network of online Flash games reached more than 91 million people worldwide in April, making it the No. 1 online games property in the world. comScore also ranked Mochi Media's network eighth in U.S. reach. Combined with WildTangent, which Mochi Media recently partnered with for U.S. sales, the Mochi Media and WildTangent network together create the largest U.S. online games network by combined reach. April was the first month that Mochi Media was included in the Online Gaming category in comScore's monthly reports.

Mochi Media's Flash games network reached over 91 million worldwide visitors in April or nearly 10 percent of the more than 1.1 billion total online games audience. Mochi Media had higher worldwide traffic than sites and networks such as Spil, Yahoo! Games, Oberon, MSN Games, EA and MTV – Spil is ranked No. 2 with traffic of 48.9 million. The viral nature of Mochi Media's advertising and distribution platform allows for quick, organic growth as games gain in popularity and are spread for free throughout gaming portals, blogs and Web sites.

In addition, Mochi Media was also ranked eighth in comScore's U.S. traffic numbers with 16.2 million unique visitors, reaching 8.4 percent of the nearly 193 million U.S. gaming audience. Likewise, Mochi Media's domestic traffic in April when combined with that of WildTangent creates the largest U.S. gaming network with over 30 million visitors. Mochi Media and WildTangent recently announced a deal to combine their U.S. sales and distribution. *Advertising.com* was ranked No. 1 on the U.S. list, reaching 30.7 million unique visitors.

"This is extremely exciting data, both for the growth and maturity of Mochi Media, and the status of the online Flash games industry," said George Garrick, CEO of Mochi Media. "These numbers, and the huge growth we've seen in the number of people playing online Flash games, represent the future of gaming. As online Flash games get more sophisticated, and reach a broader audience, the market will only continue to grow."

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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