



Scoreloop Launches New White-Label Social Gaming Technology and Premium Integration Services

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Launch partners include publishers of Parachute Panic, Astro Boy Flying Action and Pee Monkey Jungle Fire

(SAN FRANCISCO, USA; MUNICH, GERMANY; BEIJING, PEOPLE'S REPUBLIC OF CHINA -- OCTOBER 20, 2009) Scoreloop, an infrastructure provider of mobile social gaming technologies today announces **Core Social**, its white-label solution for social gaming features along with its new **Premium Integration Services** group. Top games and brands already using **Core Social** and Premium Integration Services include Parachute Panic, Astro Boy Flying Action, and Pee Monkey Jungle Fire.

Core Social -- Social Features Directly Integrated Into the Games' UI

With **Core Social**, the whole range of Scoreloop's social features can be directly integrated into a game's user interface. This allows for a consistent brand experience with all the benefits of social technologies. **Core Social** features that can be combined or used independently include:

- Online High Scores
- Achievements
- Player Challenges
- Integration into Social Networks like Facebook
- Cross Promotions
- Push Notifications
- Localization (support for multiple languages)
- Virtual Currency

"Top tier publishers are all saying the same thing -- they want social features, but they either fear integrating another company's branded platform or think they need to do it all themselves," said Marc Gumpinger, Scoreloop CEO. "Scoreloop now offers the perfect solution for that." Gumpinger continues, "Instead of providing a stand-alone platform, **Core Social** allows for integrating as many or as few social features they'd like directly into their games. Publishers can have these features right away--no strings attached--while retaining ownership of their users and their brand experience. This way publishers don't have to compromise their own plans in this domain and can even license **Core Social** as the foundation for their own branded platform."

Premium Integration Services -- The Scoreloop Team Integrates Core Social for Publishers

To best leverage the flexibility of **Core Social** and keep up with tight development schedules Scoreloop introduces Premium Integration Services. The Scoreloop team helps developers, studios and publishers analyze requirements and integrate **Core Social** throughout their games. The **Premium Integration Services** team has already successfully integrated **Core Social** into Parachute Panic, Astro Boy, and Pee Monkey Jungle Fire.

Game Publishers And Studios Confirm Scoreloop's Approach

Thomas Kern of FDG states, "**Core Social** was our first choice to keep Parachute Panic's unique design experience and integrate valuable social features directly into the game."

“Astro Boy was on a very tight schedule due to the upcoming movie release. Scoreloop’s integration team made sure we kept that deadline. And it was extremely helpful that Scoreloop’s team is not only present in USA and Europe but also here in Asia,” said John Lee of Mobilebus.

“We already had online high scores, but Scoreloop comes with more social features, new monetization and promotional channels, and takes the trouble of running servers off our hands. We look forward to seeing the platform grow,” said Michael Welch of Beijing-based Happylatte, creators of Pee Monkey Jungle Fire and Toilet Trainer.

Scoreloop is currently further developing partnerships and welcomes both publisher and studio inquiries interested in *Core Social*.

About Scoreloop:

Scoreloop provides infrastructure and implementation services for game publishers to enable mobile social gaming. The team has a background in developing and deploying high-volume, large-scale, secure architectures. Currently working on the iPhone, Scoreloop will announce other platforms in the coming months. Scoreloop’s social gaming technologies build community and drive game discovery. Scoreloop is venture funded and has a presence in the US, Europe and Asia. To find out more about Scoreloop visit www.scoreloop.com and follow us on Twitter or Facebook: Scoreloop.

To get started integrating social features today, contact Scoreloop global business development and Premium Integration Services at: partnerships@scoreloop.com

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