

Scoreloop Mobile Social Gaming Adds New Channel to Monetize Games

SAN FRANCISCO, CA--(March 31, 2010: 8:00AM PDT) Scoreloop, leading provider of mobile social gaming infrastructure and SDK, today releases its long-awaited monetization tools to game developers. By adding support for downloadable content and in-game currencies, Scoreloop now enables every game developer to build new revenue streams into both existing and new mobile games.

The new version of the Core Social SDK is available starting today. Top games already taking advantage of these features include Astro Ranch and the all-new Parachute Panic HD for the iPhone and iPad, available upon release of the iPad (April 3rd).

With the rise of the freemium model, developers and publishers are looking for additional ways to generate revenues. Dedicated to helping developers leverage their creativity, Scoreloop provides the tools to connect users, increase engagement and monetize this additional usage through downloadable content. This content can be anything from decorative themes that change the entire look of a game to virtual goods that affect a user's progress in a game, both of which can be shared between friends. For a seamless brand and user experience, the SDK is fully white-label and customizable for direct integration into a game's existing UI.

"We're absolutely thrilled by the feedback coming in from the first developers with early access to our new SDK. This is exactly what they've been looking for: a set of creative tools that improve the visibility of their games, connect their users for increased engagement and drive revenues through exposure to millions of users. All under their control, without giving up their most precious asset--the users--to a branded and closed platform," said Marc Gumpinger, Scoreloop CEO.

"Parachute Panic has been downloaded over 4 million times and we believe a big part of that was its unique scribble theme. With Scoreloop powering our new downloadable themes and in-game currency, we're taking it to the next level," said Thomas Kern of FDG Entertainment. "Users can now unlock new themes by playing challenges against their friends. Scoreloop's servers let us add more themes anytime, and the in-game currency helps us drive activity we can monetize in a flexible and compatible way."

"Scoreloop is powering the entire social infrastructure behind our latest game Astro Ranch. The support that they provided made it a breeze to integrate, and all the features work across both the iPhone and the iPad versions. Amazing," said Paul Farley, Tag Games CEO.

About Scoreloop:

Scoreloop provides the infrastructure and implementation services to enable mobile social

gaming and drive new revenue streams. The team has an extensive background in developing and deploying high-volume secure server architectures, and creating robust mobile gaming tools. Scoreloop offers its SDK for direct integration into games on multiple platforms such as iPhone and Android. The company 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 MySpace, Facebook or Twitter: Scoreloop.

To get started today, contact Scoreloop at partnerships@scoreloop.com.

For Media/Partner Inquiries Contact: Scoreloop /Nicole DeMeo/ +1 415 230 2347/ nicole@scoreloop.com