

Scoreloop Launches Social Gaming on Mobile Operator Reaching Millions

Scoreloop Adds Over 100k New Users Per Day Largely Credits Android Growth

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Scoreloop, the leading social gaming infrastructure provider with over 100,000 new users per day, today announces its partnership with Spring House Entertainment Inc. (subsidiary of Taiwan's leading mobile operator Chunghwa Telecom TAIEX: 2412, NYSE: CHT). The partnership underlines the increasing importance of social gaming in user retention and growth across the mobile ecosystem. Spring House Entertainment will partner with Scoreloop in Taiwan, and offer game developers an infrastructure to drive social discovery, engage end-users and power virtual goods.

The addition of a social infrastructure is part of Spring House Entertainment's commitment to bringing next-generation mobile games to Taiwan's leading telecom operator deck and their subscribers. As part of the agreement, Spring House will provide a customized version of the Scoreloop SDK to all developers for their platform. With features such as cross promotions and friend recommendations, Spring House will leverage the successful Facebook social gaming model and bring it to mobile with Scoreloop. Among the first group of games entering the Taiwan App Market with these features are those from Dreamsky Technology, Boolba Labs and Goodteam Studio.

In addition to the customized SDK, developers will also benefit from a dedicated end-user application that helps drive users to their games. End-users will in turn benefit by the ability to browse through their friends' games/activities to more easily find new content to download.

"We're helping both developers and operators increase application downloads through social discovery. The model with Spring House is a blueprint for other operators," said Marc Gumpinger, Scoreloop CEO. "Our cross platform approach allows users to interact with all of their friends, regardless of device and operating system. This extends access to a user's friends and fights churn."

Social features that will be offered include:

- Global Leaderboards
- Online Profiles
- Cross Promotions
- Social Network Posting
- Friend Finding
- Achievements

- Player Challenges
- Virtual Goods
- Virtual Currencies

Game developers adding social features with the SDK benefit from increased game discovery, engagement between users, and additional revenue streams via in-game currencies and virtual goods.

“We’re uniting users with one social gaming platform,” said Spring House Entertainment EVP Leo Lee. “Scoreloop’s solution surpasses similar initiatives such as Apple’s Game Center both in features and reach, as they let us bring this to users across multiple platforms. We’re thrilled to bring these features to developers and users alike.”

About Scoreloop

Scoreloop provides infrastructure, implementation services and enhanced end user experiences for game publishers and carriers to enable mobile social gaming. Scoreloop currently amasses 100,000 new players across their social infrastructure, per day. Founded in 2008 with offices in the US, Europe and Asia, Scoreloop is backed by premier European VCs Target Partners and Earlybird. Its seasoned management team builds on a successful track record in large-scale payment and security systems for Fortune 500 corporations. They combine the unique skill set of expertise in high-volume infrastructures with a passion for social gaming. To find out more about Scoreloop visit www.scoreloop.com and follow us on MySpace, Twitter or Facebook: Scoreloop.

About Spring House Entertainment

Spring House Entertainment was founded on February 2000, and successfully created the first Chinese brand of a virtual idol-“A-Kuei.” Today Spring House is turning its extensive experience with digital environments and design technology on the internet, wireless communication, and 3G networks towards a broader range of mobile telecommunication services. Our goal is to combine the innovation, product management skills and content creation resources of our team to produce a wide array of mobile services, while developing and maintaining mobile service platform for our clients to meet the needs of a modern mobile market. To learn more about Spring House, please visit www.springhouse.com.tw

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