

## **Scoreloop Launches Android App for Social Discovery and Cross-Promotions**

*Facebook®-like friend feed promotes games between friends and drives downloads*

(SAN FRANCISCO, USA; MUNICH, GERMANY; BEIJING, PEOPLE'S REPUBLIC OF CHINA – August 31, 2010) Scoreloop, the leading social gaming infrastructure provider today announces the launch of its stand-alone Android app that drives social discovery and cross-promotions. The app provides the ability to manage friends, social network connections and stay up-to-date about the latest games that friends are playing. Beyond offering a Facebook®-like friend feed to view gaming experiences, the Scoreloop app also serves as a games launch pad for its community of millions of users.

### **New Scoreloop App for Android**

As the first Android app to help users find new games based on their social graph and gaming experiences, it also extends cross-platform to the experiences of friends on other platforms such as iPhone. With the ability to see experiences streaming from Scoreloop's usersbase of millions, currently growing at over 100,000 users per day, the application immediately provides relevant insights to all users.

Contrary to push recommendations where a user must pro-actively suggest a single game to their friends, research shows that social discovery via friend feeds is a more powerful means of cross-promoting to a users' social graph because it happens automatically while doing what they love: playing games. The inately viral form of recommendations means more downloads for game developers, and more fun for users and their friends.

“Social discovery is a key driver for game sales and the missing link on Android,” said Marc Gumpinger, Scoreloop CEO. “Scoreloop is the Social Network focused on mobile gaming. We're making sure that anyone with a smartphone can connect to their friends through games. When you're looking for a game, with thousands to choose from, those games that your friends are playing are your best bet. Now it's all possible with the Scoreloop app and it's fun and free.”

Specific features include:

- Social discovery
- Game cross-promotions
- Friend activities / updates
- Social network integration
- Account management

Launch partners implementing these social discovery features within their games include leading Android game developers like Boolba Labs, Goodteam Lab, and HyperBees Ltd. Successful Android developers new to the Scoreloop community with this release include JiuzhangTech.

“This has been something we’ve looked forward to since first integrating Scoreloop,” said Kiryl Kavalenka, Co-Founder of Boolba Labs LLC. “With our games more heavily cross-promoted within this huge community of Android users, we expect to see a substantial spike in downloads.”

### **New Scoreloop SDK**

In parallel with the launch of the Android app, Scoreloop also releases a new version of its developer SDK. Developers are now able to bring Scoreloop’s shared experiences, social discovery and cross promotions to their users directly by integrating these new features in their own games as well.

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

“We’re eager to get started,” said Lei Yong Kai, JiuzhangTech. “Social cross-promotion is very useful because new apps only get a very short window of exposure on the Android Market. Having a set of in-game features leveraging the Scoreloop community will definitely bring new users to our games.”

### **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 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](http://www.scoreloop.com) and follow us on MySpace, Twitter or Facebook: Scoreloop.

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