

Contact:
Lindsey Carlin
Cohn and Wolfe for Viximo
310-967-2908
lindsey.carlin@cohnwolfe.com

Viximo and Virtual Greats Issue First Industry Report on Branded Virtual Goods -- Predicting Annual Revenue Growth of 113% over the Next Three Years

Rapidly expanding \$3.1 Billion virtual goods industry is set to see significant growth as brands begin to align with virtual goods

CAMBRIDGE, Mass., August 5, 2010 – Two leaders in the virtual goods industry, Viximo and Virtual Greats, have joined forces to publish the industry's first comprehensive Branded Virtual Goods (BVG) Market Report. The report identifies key trends that will play a major role in the explosive growth of Branded Virtual Goods, which is projected to see a compound annual growth rate of 113% over the next three years. The new report also provides insight into strategic business opportunities for brands, game developers, virtual worlds and social networks.

"Virtual goods are rapidly becoming ubiquitous with the social online experience, and Branded Virtual Goods represent a unique differentiation opportunity for savvy brands that want to create a deeper dialogue with their customers and benefit from a new revenue-generating marketing channel," said Ravi Mehta, vice president of product for Viximo. "We've used deep market knowledge and previously unpublished information to give brands a guide to leveraging the unprecedented opportunity presented by the burgeoning \$3.1 Billion virtual goods industry."

"A key driver behind the mainstream growth of the virtual goods industry will be the entrance of iconic consumer brands, celebrities, sport leagues and other intellectual property into this relatively new and untapped space," said Dan Jansen, CEO of Virtual Greats. "In this report, we identify viable opportunities for brands to encourage online purchases of virtual goods by offering the right mix of products in the right environments and by addressing real world value propositions."

The report highlights a case study that describes how multi-platinum recording artist Snoop Dogg has used virtual goods to extend his brand's reach into new channels and to grow merchandising revenue. Snoop Dogg partnered with Virtual Greats and Viximo's social networking associates to create and sell branded clothing, virtual pets, and online gifts offered in a multitude of social networks and virtual worlds. To date, Snoop Dogg's Branded Virtual Goods have generated nearly a quarter of a million dollars in sales and have become a rapidly growing part of the artist's merchandising and endorsement strategy.

Additional examples of iconic brands highlighted in the report are Nike who partnered with Gaia Online to offer Nike-branded sneakers that enabled the wearer to run faster than other players in the virtual world, and 7-11, who branded its physical products with codes that helped buyers unlock limited edition virtual goods in various Zynga games.

The highlight of the report is how the Branded Virtual Goods market is expected to outpace the growth rate of the overall virtual goods industry, growing to \$150 million by 2013. Additionally, the report discusses how market research forecasts that in five years, 1 out of every 25 virtual goods sold will be associated with a brand. This growth is expected to be driven by fundamental market factors, including:

- **Entry of Super Brands into the Branded Virtual Goods Market** – With Disney, Nike and the NBA already making advances in virtual goods, the market is ripe for other "super brands" to make an early entrance into social games and virtual worlds, and monetize their intellectual property online, while engaging their customers in a fresh, exciting way and – by increasing the

opportunity for users to interact with real brands online – creating the favorable effect of potentially driving real world product sales.

- **Increased Penetration of Mobile/GPS Applications** – As mobile “check-in” apps like MyTown, Foursquare and Gowalla grow in popularity and engage users through virtual good rewards like badges and medals, brands are becoming compelled to take part in this experience by creating Branded Virtual Goods.

To learn more about Viximo or Virtual Greats, or to view a copy of the complete Branded Virtual Goods Market Report, visit <http://blog.viximo.com> or <http://virtualgreats.com/blog>.

About Viximo:

Viximo is the largest virtual goods platform that connects social app and game developers with numerous social networks across the web. With Viximo’s platform, Developers get access to over 60 million users across multiple social networks with a single easy implementation. Additionally, Social Networks are able to quickly set up a robust virtual currency, enable third parties to easily develop to their site, and instantly offer the highest quality social apps and games. For more information visit <http://viximo.com> or <http://blog.viximo.com>.

About Virtual Greats:

Virtual Greats connects celebrities and artists, intellectual property owners and brands with a new generation of fans, unlocking value through digital representations of real world content in online communities. Virtual Greats' unique team of specialists is based in Los Angeles and San Francisco, helping partners develop new revenues from the complex relationship between content, technology, and virtual goods while reaching out and connecting with young audiences in social networks, casual gaming, virtual worlds and mobile applications. For more information, visit www.virtualgreats.com.

###