



PageFad and Virtual Greats Partner to Bring Celebrity Branded Virtual Goods to Fast Growing Soccer Themed Facebook Application

PageFad, a leading social gaming developer on Facebook along with Virtual Greats, the world's leading virtual goods and sales distribution agency, have announced a partnership to bring celebrity and brand-inspired virtual goods for sale within PageFad's Premier Football game on Facebook, a soccer management game where you create and manage a soccer team made up of your friends.

Los Angeles, CA ([PRWEB](#)) October 13, 2010 -- PageFad, a leading social gaming developer on Facebook along with Virtual Greats, the world's leading virtual goods and sales distribution agency, have announced a partnership to bring celebrity and brand-inspired virtual goods for sale within PageFad's Premier Football game on Facebook, a soccer management game where you create and manage a soccer team made up of your friends.

Building on the excitement of soccer in the wake of the FIFA World Cup, [PageFad](#) has grown its user base to over 7 million registered users. Soccer fans in Premier Football can now buy real players from Major League Soccer and other famous celebrities to add to their team to enhance their offensive and defensive skills and abilities. [Premier Football](#) is the only social game where you and your friends can be on a soccer team playing alongside some of your favorite soccer heroes and celebrities, while building the soccer club of your dreams.

"We expect to see significant growth from tying in branded goods, celebrities and sports licenses to our games and look forward to expanding our branded licenses across our portfolio of sports titles. The branded goods market is just heating up in social games and sports related games are a very synergistic fit, we plan to be at the forefront of all this," said Joshua Viner, COO and Co-Founder of PageFad.

"Sports and celebrity go hand in hand and Premier Football is a great platform to highlight the relevant portions of our portfolio," said Brett Orlanski, Director of Platform Management at Virtual Greats. "Soccer is incredibly popular around the world and we plan to capture that excitement with these branded virtual goods in this app."

About PageFad LLC:

PageFad is a leading developer of free-to-play sports gaming applications on Facebook. The Company's games are played online by over 7 million users. PageFad has taken online sports and strategy gaming to new heights by building applications that enable Facebook friends to build and manage sports teams made up of their actual Facebook friends to compete against other teams of friends. For more information, visit www.onlineathletes.com

About Virtual Greats LLC:

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



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