

Virtual Goods News

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Ultimate Game Card Expands To Middle East, Taiwan, South Africa

Today [PlaySpan](#) announced that it would expand service for its [Ultimate Game Card](#) into Taiwan, South Africa, Israel, Egypt, Saudi Arabia, and the United Arab Emirates. This expansion makes the Ultimate Game Card available in over 70,000 retail locations worldwide, with 45,000 of those locations in the US. The multi-game prepaid card can be used to purchase virtual goods and other premium content in over 300 online games and 700 social games on Facebook and MySpace.

This expansion is part of an aggressive globalization program for the Ultimate Game Card that began [last summer](#). As of this writing, the Ultimate Game Card is now available in most of the world's strongest markets for online gaming, including the US, Canada, Brazil, Portugal, the Philippines, and Turkey. As with its last round of expansions, PlaySpan will be partnering with local distributors in its new territories to help get the cards into popular retail destinations.

For South Africa, PlaySpan's partner will be Opengate, a company that specializes in distributing gift cards and other types of stored-value prepaid cards. Opengate will distribute the Ultimate Game Card into over 1,000 retail stores. Online gaming is still emergent in this market, due to high payments friction that PlaySpan hopes the Ultimate Game Card will overcome.

In Taiwan, the Ultimate Game Card will be sold primarily in the nation's largest chain of Internet cafes and in an additional 5,000 locations. Taiwan is one of the top 5 nations when it comes to Facebook use. Playspan expects the Ultimate Game Card to be one of the best forms of payment available to Taiwanese players of social games.

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