



PLAYSPAN REPORTS INTERNATIONAL VIRTUAL ECONOMY DATA ON DIGITAL GOODS

ARPU by Country Provides Benchmark for Online Games

Santa Clara, California – May 6, 2010 – PlaySpan, the global leader in monetization solutions for online games, virtual worlds, and social networks, today released new data of its digital goods purchasers from across the world. The information covers ARPPU, average revenue per paying user, and percentage breakouts of PlaySpan customers and revenue by country.

According to the data, Australian gamers generate the highest ARPPU at \$24.38. United States gamers place a close second with an ARPPU of \$22.76. The Netherlands rounds out the top three with an ARPPU of \$22.03. Of the top 20 countries, Chile places last with at \$2.43.

The Top 5 Countries by Revenue Percentage:

- United States 42%
- Germany 23%
- Italy 4%
- Canada 4%
- Portugal 3%

The Top 5 Countries by Customer Percentage:

- Germany 29%
- United States 22%
- Italy 9%
- Brazil 4%
- Spain 4%

“As the world’s largest digital goods marketplace, PlaySpan feels an obligation to share its data to enable our clients, and the industry in general, to benchmark their efforts,” said Karl Mehta, Founder & CEO. “The data reinforces the massive potential in the digital goods space as it drives higher monthly revenue from paying users compared to the subscription barrier of \$14.99/month. We plan to provide regular data updates to share knowledge and help continue driving growth in the industry.”

About PlaySpan

PlaySpan™ is the global leader in monetization solutions for over 1,000 online games, virtual worlds, and social networks. PlaySpan's patent-pending in-game digital goods commerce and micropayment platform enables game publishers and developers to generate new revenues, acquire new users, and extend the loyalty of existing users.



PlaySpan's UltimatePay™ combines PayByCash's 11 years of payment services experience with Spare Change's social network payment platform expertise to deliver an optimized payment solution with over 85 international payment methods including credit cards, PayPal, the ULTIMATE GAME CARD™ - available in over 45,000 retail locations across North America and growing rapidly worldwide, and UltimatePoints™, the world's leading universal virtual currency.

PlaySpan is headquartered in Silicon Valley with offices in Ohio, Virginia, and Mumbai. Investors include Easton Capital, Menlo Ventures, STIC and Novel TMT Ventures. The company won the 2009 OnHollywood Category Award for Best Gaming Company.

For more information about PlaySpan, visit: <http://corp.playspan.com>

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