

PlaySpan CEO Karl Mehta Named Ernst & Young Entrepreneur Of The Year[®] 2010 Award Recipient in Northern California

Award Recognizes Entrepreneurial Excellence in the Services Category

SANTA CLARA, CA, JUNE 15TH, 2010 – PlaySpan, the global leader in monetization solutions for online games, virtual worlds, and social networks, today announced that CEO Karl Mehta received the Ernst & Young Entrepreneur Of The Year[®] 2010 Award in the Services category in Northern California. According to Ernst & Young LLP, the award recognizes outstanding entrepreneurs who are building and leading dynamic, growing businesses. Karl Mehta was selected by an independent panel of judges, and the award was presented at a gala event at the San Jose Fairmont Hotel on June 12, 2010.

“I’m proud and honored to be selected by Ernst and Young as the top award winner for our category and congratulate both the team at PlaySpan, as well as the other seven executives whose companies are represented,” said Karl Mehta, Founder & CEO of PlaySpan. “This award embodies the spirit of entrepreneurialism that is alive and well in Silicon Valley, and it underscores the tremendous growth we’ve achieved and our steadfast commitment to serving the needs of our customers as the global leader in digital goods monetization solutions.”

The Ernst & Young Entrepreneur Of The Year awards celebrate their 24th anniversary this year. The program honors entrepreneurs who have demonstrated exceptionalism in such areas as innovation, financial performance and personal commitment to their businesses and communities.

As a Northern California award recipient, Mr. Mehta is now eligible for consideration for the Ernst & Young LLP Entrepreneur Of The Year 2010 national program. Award recipients in several national categories, as well as the overall national Ernst & Young Entrepreneur Of The Year award recipient, will be announced at the annual awards gala in Palm Springs, California on November 13, 2010. The awards are the culminating

event of the Ernst & Young Strategic Growth Forum, the nation's most prestigious gathering of high-growth, market-leading companies.

Sponsors

Founded and produced by Ernst & Young LLP, the Entrepreneur Of The Year awards are pleased to have SAP and the Ewing Marion Kauffman Foundation as national sponsors.

In Northern California, local sponsors include The Big Picture Film & Video Arts Inc., Manpower, Smart Business, Scherzer International and The Summit Group.

About PlaySpan, Inc.

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.

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

About Ernst & Young's Entrepreneur Of The Year® Awards Program

Ernst & Young's Entrepreneur Of The Year® is the world's most prestigious business award for entrepreneurs. The award makes a difference through the unique way it encourages entrepreneurial activity among those with potential and recognizes the contribution of people who inspire others with their vision, leadership and achievement. As the first and only truly global award of its kind, Ernst & Young Entrepreneur Of The Year® celebrates those who are building and leading successful, growing and dynamic businesses, recognizing them through regional, national and global awards programs in more than 135 cities in 50 countries.

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