

For Immediate Release

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K2 Network Selects PlaySpan for In-Game Commerce

SANTA CLARA, Calif.--(BUSINESS WIRE)--K2 Network, Inc. (K2network.net), an online game publisher, and PlaySpan, the first publisher-sponsored(TM) in-game commerce(TM) network, today announced an agreement to make PlaySpan K2 Network's official in-game marketplace for virtual goods. The ground breaking agreement will take in-game commerce and gameplay experience to the next level.

This is a multi-year exclusive agreement across multiple titles that makes PlaySpan the first publisher-sponsored marketplace. With K2 Network's integration of the PlaySpan in-game client, K2 Network gamers will have the advantage of an efficient and open market for virtual goods within their favorite online games.

"A large segment of our gamers enjoy peer-to-peer commerce as a part of their game experience and we want to respond to our gamer's needs," said Joshua Hong, Co-Founder & CEO, K2 Network Inc. "PlaySpan is leading the category with its in-game widget technology and peer-to-peer micro-transaction network which greatly enhances the game experience and we are excited to be one of the first to provide this truly integrated user experience."

"K2 Network is a recognized leader in online games publishing and a pioneer in lowering the entry barrier for gamers to enjoy premium quality games with a superior in-game experience," said Karl Mehta, Co-Founder & CEO, PlaySpan Inc. "K2 Network's selection of PlaySpan after rigorous evaluation is a major endorsement for our cutting-edge in-game technology and our industry-wide initiative to create the first publisher-sponsored marketplace."

"We expect micro-transactions to emerge as a major revenue stream for online games and PlaySpan is clearly the pioneer in publisher-sponsored in-game commerce networks," said Michael Pachter, Research Analyst and Managing Director for the Game & Media Sector at Wedbush Morgan Securities. "We believe that K2 Network's selection of PlaySpan as its official marketplace will establish publisher-sponsored commerce networks as the mechanism for the delivery of micro-transactions in the gaming industry."

About PlaySpan Inc.

PlaySpan(TM) (formerly Tradeits Inc.) is the game industry's first publisher-sponsored(TM) in-game commerce(TM) network. PlaySpan's patent-pending in-game search, commerce and micro-payment technologies enables game publishers and developers to generate new revenues, acquire

new users and extend the loyalty of existing users. Leading game providers and virtual world publishers have selected PlaySpan as their official marketplace for virtual goods commerce. PlaySpan is based in Silicon Valley with offices in Mumbai, India and Shanghai, China. More information can be found at <http://www.PlaySpan.com>. Investors include Easton Capital, Menlo Ventures, STIC and Novel TMT Ventures.

About K2 Network

K2 Network publishes and services highly engaging online games and cultivates dynamic player environments. The company puts GamersFirst(TM) by giving them free access to compelling titles, supporting their amazing communities, offering creative pricing models and updating games based on player feedback. K2 Network currently has over 10 million registered users and offers War Rock, Knight Online, Global MU Online, Red Stone and Sword of the New World: Granado Espada. K2 Network has an operational presence in the United States, Korea, and India. Read more about the company at www.K2Network.Net and find all of their games at GamersFirst.Net.

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