

## **For Immediate Release**

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## ***Urbaniacs™ Partners with PlaySpan for In-Game Commerce and Community***

### ***PlaySpan™ Extends Reach to Online Community with Exclusive Agreement***

SANTA CLARA, California – October 16, 2007 –Urbaniacs, the fast growing and progressive online community, announced today that they have chosen PlaySpan as their platform and partner for online commerce.

This exclusive partnership provides the thousands of Urbaniacs the ability to trade virtual items and Urbos, the currency of the Urbaniac community, in an easy to use, integrated, experience. Urbaniacs will be free to trade amongst themselves in a protected, publisher-sponsored™ network created exclusively for their online gaming community.

"We're really excited about our partnership with PlaySpan and its technology platform. Gamers love to trade, and we're thrilled that the Urbaniacs Community will have the PlaySpan commerce network," said Josh Fisher, Co-founder of Urbaniacs.

"Urbaniacs is a constantly evolving virtual world with a unique blend of interactive entertainment and online gaming," said Karl Mehta, Co-Founder & CEO, PlaySpan Inc. "Our technology will enable Urbaniacs users to experience an in-game community and commerce network integrated within their Urbanville world."

### **About URBANIACS**

Urbaniacs is a rapidly growing, highly viral online social community and casual gaming site where users transformed into their own funk-infused super-avatar known as an Urbaniac. Each Urbaniac can be customized in thousands of ways. While the colors and styles are immediately attractive to younger audiences, the character traits, sophisticated designs, clever games, and quirky adventures appeal to teens and adults who play. Urbaniacs offers a wide range of humorous and entertaining interactions for players of all ages. More information can be found at <http://Urbaniacs.com>

### **About PLAYSPAN Inc.**

PlaySpan™ is the game industry's first publisher-sponsored™ in-game commerce™ 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://PlaySpan.com> Investors include Easton Capital, Menlo Ventures, STIC International and Novel TMT Ventures.

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