



**ADPLAYIN', SUBSIDIARY OF CYBERAGENT,
PARTNERS WITH PLAYSPAN FOR IN-GAME COMMERCE IN JAPAN**

Santa Clara, CA– February 18, 2008 –Adplayin' Inc., the leading in-game advertising agency and PlaySpan, the first publisher-sponsored™ in-game commerce™ network, today announced an agreement to jointly provide a secure player-to-player virtual goods marketplace for online games and virtual worlds in Japan. Adplayin' is an in-game advertising agency, owned by CyberAgent, Inc., holdings of the leading online media and top sales advertising agency, publicly traded in Japan.

CyberAgent's subsidiary Adplayin''s support of the PlaySpan marketplace will provide players with an efficient and open market for virtual goods within their favorite online games.

“MMOs and Virtual Worlds are growing rapidly with micro transaction based revenue models and publishers need an independent, secure marketplace,” said Kouno Kentaro, director, Adplayin', Inc. “PlaySpan's is leading the industry with its in-game technology built from the ground-up for game developers and publishers with a global microtransaction system.”

“Adplayin' is leading the in-game advertising market in Japan and understands the game publishers' need for secured commerce,” said Karl Mehta, Co-Founder & CEO, PlaySpan Inc.

“Adplayin''s selection of PlaySpan is another major milestone and further expansion of our global footprint as the trusted marketplace for gamers worldwide.”

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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://www.PlaySpan.com>. Investors include Easton Capital, Menlo Ventures, STIC and Novel TMT Ventures.

About Adplayin', Inc.

Adplayin' is the leading in-game advertising agency in Japan. Adplayin' handles integrated campaigns including planning and strategy, creative and production for various online game and virtual world platforms. Subsidiary of CyberAgent, Inc. holdings of the leading online media and top sales advertising agency, publicly traded in Japan.

Adplayin' corporate site URL <http://www.adplayin.co.jp/> (Language in Japanese).

About CyberAgent, Inc.

CyberAgent is a Japanese media conglomerate which operates diversified businesses in sectors being strongly influenced by the internet. CyberAgent has more than 40 brands, operated by approximately 1,700 employees. Its advertising agency sector has largest interactive ad sales among the advertising agencies in Japan.. The Founder & CEO is Susumu Fujita. The company is publicly traded at Tokyo Stock Exchange MOTHERS.

More information can be found at http://ir.cyberagent.co.jp/ir_e/

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