



PlaySpan Gathers Virtual Economy Experts at ION 2008 Conference

PlaySpan announces that they will host a microtransaction panel at this year's ION conference in Seattle, Wash. The "Monetization through Microtransaction" panel will feature experts from Microsoft, K2 Network, Outspark and PlaySpan discussing the current state of virtual world economics. The panel will take place on Thursday, May 15 at 9 a.m. in the Harbor room of the Seattle Marriot Waterfront Hotel.

The panel will feature some of the most influential experts in the virtual world space, including:

- Chris Early, GM Windows Gaming, Microsoft;
- Andrew Sheppard, VP Product Management, Outspark;
- Patrick Ford, VP Marketing, K2 Network;
- Karl Mehta, CEO & Founder, PlaySpan;
- Adam Boyden, General Manager, X-Fire

About PLAYSPAN INC.

PlaySpan is game industry's first publisher-sponsored in-game commerce network. PlaySpan's patent-pending in-game search, commerce and micropayment technologies enable 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, Seoul and Shanghai. Investors include Easton Capital, Menlo Ventures, South Korea based STIC and Hong Kong based Novel TMT Ventures.

Interested Publishers or Developers can send enquiries to publisher@playspan.com; For participation in the beta, please send email to beta@playspan.com

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