

**For release on Tuesday, Oct. 9, 2007**

**GALA-NET TO PROVIDE SAFE, SEEMLESS ITEM  
TRADING VIA PLAYSPAN**

*Online Game Publisher Inks Exclusive Deal with Proven Trading Network to Provide  
Players with In-Game Commerce Forum*

SUNNYVALE, Calif. – Oct. 9, 2007 – Supporting the ever expanding number of online gamers who want a safe and seamless way to trade virtual items, leading free-to-play online game publisher Gala-Net, Inc. today announced that they will provide in-game item exchange through an exclusive agreement with PlaySpan, the first publisher-sponsored in-game commerce network.

The PlaySpan partnership provides Gala-Net's extensive community of gamers with a secure and interactive marketplace for buying and selling items. The partnership will cover multiple, yet to be announced titles, and will help greatly alleviate concerns about improper transactions and predatory traders. This service continues Gala-Net's commitment to providing its community with the best possible online gaming experience.

"Trading things is fundamentally fun. When designed and balanced correctly, this is a fantastic way to enhance game participation, and we believe that its popularity will continue to grow," said John Young, vice president and producer, Gala-Net, Inc. "The PlaySpan partnership enables us to provide our community with a safe in-game venue to enjoy something that is clearly popular. It also furthers Gala-Net's goals of enabling players to interact in fun, safe ways."

With an in-game trading area, players will be able to purchase various items from each other to further enhance their in-game experiences. Participation is optional and players can utilize the forum at their discretion.

"Gala-Net is one of the largest and most experienced free-to-play online game publishers and we are very pleased to partner with them in our in-game commerce network," said Karl Mehta, co-founder and CEO, PlaySpan, Inc. "Together, we greatly increase the number of online gamers who have access to a leading-edge platform for their trading needs."

**About Gala-Net**

Founded in 2004, Gala-Net, Inc. is a subsidiary of global online community company Gala, Inc. Together with its European subsidiary, Gala Networks Europe, Gala-Net is a leader in

the burgeoning free-to-play online games market. Headquartered in Sunnyvale, Calif., Gala-Net's diverse service portfolio includes *Flyff*, *Rappelz*, *Upshift StrikeRacer*, *Space Cowboy Online*, *Corum Online* and *Shot Online*. Through the community portal gPotato (<http://www.gpotato.com>), gamers can access all of Gala-Net's services and micro-currency, which players can use to buy in-game currency and virtual items for any of its games.

### **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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