



**PlaySpan Selected by AlwaysOn as an OnHollywood 100
Top Private Company Award Winner**

**Recognized for leadership in emerging technology for digital entertainment
and media**

SANTA CLARA, Calif. – June 10, 2008 – *PlaySpan*, the game industry's first publisher sponsored in-game commerce network, today announced that it has been chosen by AlwaysOn as one of the OnHollywood 100 Top Private Companies. The OnHollywood 100 is a list of the top private emerging technology companies in digital entertainment and media.

PlaySpan was handpicked by the AlwaysOn editorial team based on a set of five criteria--innovation, market potential, customer adoption, media buzz and investor value creation. The pool of candidate companies was nominated by leading venture capitalists, investment bankers and industry analysts.

PlaySpan along with the rest of the OnHollywood 100 will be honored at the OnHollywood & BRiM event on June 10-11, 2008 at the Sofitel Hotel in West Hollywood, California.

"This year's OnHollywood 100 represents the brightest of the innovators in the new media space. We are enthusiastic about gathering the leaders in a collaborative environment that fuses these two industries together, culminating in the richest, most progressive conversations on Hollywood's digital movement," said Tony Perkins, founder and CEO of AlwaysOn.

The gaming industry's first publisher sponsored in game commerce network, *PlaySpan* helps online game publishers leverage the burgeoning market of microtransactions of virtual goods. *PlaySpan*'s ease of use and seamless integration with gaming interfaces makes it the simplest management tool for virtual economies, as well as the best defense against gold farming, fraud, and other exploitative user behavior. *PlaySpan* earned this prestigious award from AlwaysOn because of its business solutions and superior end user product.

"Our success has been the result of our game integration and the comprehensive microtransaction platform we provide online game publishers looking to further harness and enrich their virtual worlds," said Karl Mehta, CEO of *PlaySpan* Inc. "This award is also proof of the superiority of our end user product because without the respect and trust of players we would not be here."

A full list of all the OnHollywood 100 companies can be found on the AlwaysOn Web site at: <http://onhollywood.goingon.com/>

About OnHollywood 2008

June 10-12 @ The Sofitel Hotel, West Hollywood, California

OnHollywood is where cutting-edge technology CEOs from the back streets of Silicon Valley meet the Hollywood digital entertainment and media elite. This two-and-a-half-day executive event features high-level debates on which forces are disrupting user behavior and creating new opportunities, content strategies and monetization schemes in the video, music, gaming, search, and mobile industries. Our editors will also honor the OnHollywood 100 Top Private Companies and feature the Best of Broadband "BOB" Awards. Fifty of the top CEOs from the OnHollywood 100 will pitch their market strategies to a panel of industry experts in our "CEO Showcase."

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.



About AlwaysOn

ALWAYS ON ignited the open-media revolution in early 2003 by being the first media brand to launch a global blog network. In 2004, ALWAYS ON continued to lead the media industry in innovation by introducing a social network where members can connect and engage. ALWAYS ON is also revolutionizing the media business by applying its open-media principles to its executive event series (STANFORD SUMMIT, ALWAYS ON HOLLYWOOD, ALWAYS ON MEDIA and GOING GREEN) and quarterly print "blogazine" by empowering its members to post and share their ideas and meet each other online. As our loyal readers know, ALWAYS ON is committed to the free-market, merit-driven approach to reporting and event programming. No other media brand has dared to create such open interaction with its readers and event participants.

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CONTACT:

Ben Karl
Odyssey Public Relations
(415) 955-8531
benjamin@odysseylabs.com