



Tencent America, China's Largest Internet Service Operator, Partners with Mochi Media For Game Distribution Deal

Mochi Media to Provide Thousands of Online Games, Free to Play for Consumers on QQ Games U.S.

SAN FRANCISCO – October 15, 2008 – [Mochi Media](#) today announced an online games distribution partnership with Tencent America, a subsidiary of Tencent Holdings Ltd., China's largest Internet service operator. The partnership gives users of QQ Games, Tencent America's free multiplayer gaming service for the U.S. market, access to thousands of titles from MochiAds, Mochi Media's network of online games. Game developers on the [MochiAds](#) network benefit from increased traffic to their games, from which they receive a share of ad revenues.

Tencent is best known for their instant messaging platform, QQ, with a 75 percent-plus share in the Chinese market. Tencent's multiplayer gaming service, QQ Games, reaches over 3 million daily, peak concurrent users in China, and Tencent America has released a version of QQ Games tailored for a U.S. audience. QQ Games' U.S. audience is primarily in the 14-24 age range, with an average session time of 55 minutes.

MochiAds games will be added to the U.S. version of QQ Games, enhancing the pre-existing catalog of eight multi-player games, which are available on QQGames.com and through the company's client-based plug-in for AOL Instant Messenger (AIM). The deal integrates the MochiAds games into the QQgames.com Web site, enabling users to play, rate and share the games.

"Games are an addictive, highly engaging and social form of entertainment," said Jameson Hsu, CEO and co-founder of Mochi Media. "This partnership is a win-win. It provides QQ Games with engaging content for its users, and also increases the reach for advertisers and game developers on our network."

Mochi Media's online games such as Desktop Tower Defense, Bloons and Fancy Pants Adventure, attract a wide audience of players due to their accessibility and ease of play. Bloons, a popular game featuring a monkey throwing darts at balloons, received more than 7.7 million ad impressions across 217 countries and territories in a recent month. The games are monetized by pre-game and inter-level advertisements, briefly displayed to users during natural breaks in game play.

"Instant messaging is already an inherently social activity, and QQ Games extends how friends can hang out together online and meet new people," said Ethan Eyster of Tencent America. "Providing a broader selection of free games is a natural addition to our offering, and our partnership with MochiAds allows us to provide a constant stream of fresh entertainment."

About Tencent America

Tencent America operates the U.S. version QQ Games, and is a subsidiary of Tencent Holdings Ltd., the largest online service operator in China. For more information on Tencent America please visit www.qqgames.com.

About Mochi Media

Mochi Media is a platform dedicated to fueling the creativity of the gaming community through its products and services. The core product, MochiAds, is the largest online games advertising network for developers, advertisers and publishers. The network provides game developers with monetization, distribution and analytics while providing advertisers with turnkey opportunities to reach over 60 million unique users per month. The thousands of online games available in the game catalog provide publishers with engaging content to entertain and monetize their users. Mochi Media is headquartered in downtown San Francisco.

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