



## **Live Gamer Partners with SponsorPay To Extend Its International Monetization Services**

**BERLIN, Germany (October 19, 2010) – SponsorPay, Europe’s leading monetization platform, has announced a new partnership with virtual economy services platform Live Gamer. This grants Live Gamer’s clients pre-integrated access to SponsorPay’s high quality advertising offers in more than 100 countries.**

“We chose to work with SponsorPay because they provide a localized monetization strategy for our international users,” said Nima Pourshasb, Live Gamer’s Vice President of Corporate Development. “With this new partnership, Live Gamer further cements its position as a premier comprehensive platform for virtual economy management”.

Live Gamer is a single solution micro-transaction provider for online games, digital entertainment and social networks, offering catalog management, storefronts, merchandising and anti-fraud solutions, scalable publisher support and international payment gateways. SponsorPay’s ad offers will extend the reach of the Live Gamer platform while providing SponsorPay’s advertising partners the opportunity to connect with new audiences.

“Our partnership with Live Gamer presents huge potential for both new and existing publisher clients to boost ARPU and convert more users into paying customers through our localized offer platform,” commented Janis Zech, Managing Director and co-founder at SponsorPay.

SponsorPay provides localized monetization for hundreds of renowned premium publishers like Bigpoint, Gameforge, Netlog, 6waves and Perfect World. The company is focused on monetizing international traffic and became the European market leader in February 2010 with the acquisition of competitor GratisPay.



## **About SponsorPay**

SponsorPay ([www.sponsorpay.com](http://www.sponsorpay.com)) is the European market leader in the field of virtual currency monetization for online games, social apps, virtual worlds and social networks.

The company's innovative ad-funded payment solution gives online users access to virtual currency or premium features through participation in targeted ad offers. SponsorPay works with thousands of partners including leading publishers Playdom, Bigpoint, 6waves, Perfect World and IMVU on platforms such as Facebook, MySpace, Netlog and VZnet, as well as renowned advertisers such as Procter & Gamble, AT&T, Skype, Match.com, Adobe, Kaspersky and DirecTV. The company's commitment to a localized, high-quality user experience has enabled it to expand its reach to over 120 million satisfied customers across more than 100 countries.

SponsorPay is headquartered in Berlin with offices in San Francisco, Paris and London.

## **About Live Gamer**

Live Gamer ([www.livegamer.com](http://www.livegamer.com)) provides a complete commerce solution for global micro-transaction-based businesses. Spanning online games, digital entertainment, and social networks, Live Gamer's advanced offering goes beyond billing to drive core business metrics and optimize new transaction-based revenue streams. Combining its micro-transaction platform, catalog management, storefronts, merchandising and anti-fraud solutions, scalable publisher support and international payment gateways, Live Gamer's technology has been adopted by leading publishers in gaming, social and entertainment including CCR, Electronic Arts, Namco Networks, REAL Networks, Sony Online Entertainment and THQ, supporting over 83 million users in 23 countries.

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