



## **Lolapps, King.com, VZnet, NHN USA and i-Jet media Trust SponsorPay For Localized Monetization**

**BERLIN, Germany (July 14, 2010) – SponsorPay, Europe’s leading virtual currency monetization platform has announced new partnerships with industry leaders of social games publishers and social networks.**

Lolapps, King.com, VZnet, NHN USA and i-Jet media are the latest among hundreds of publishers who provide their users with SponsorPay’s transparent and localized ad offers as well as easy direct payment options. “We are very happy to work with such renowned partners and serve them with our powerful monetization tool that will most certainly boost their revenues to a new level”, said Janis Zech, co-founder & Managing Director of SponsorPay.

Lolapps is one of the main developers of social games and applications on Facebook, serving over 50 million active users per month. SponsorPay’s excellent localized performance and user-friendly approach have also convinced King.com, a pioneer in casual gaming with a massive user base of more than 15 million monthly active users (MAU).

Gaming portal NHN USA and social games publisher i-Jet media have partnered with SponsorPay as part of their monetization strategy for traffic outside the US – an area of fast growing importance for social game providers. “The quality of SponsorPay’s localized offers clearly stands out. They are simply the best solution for monetizing traffic from all over the world”, said Daniel Chang, Vice President of Business Development at NHN USA.

SponsorPay also becomes the only monetization platform to offer ad-funded payments for social games of the VZnet Group (former StudiVZ Ltd.), a popular European social network with 16.5 million users. “We have decided on SponsorPay because it is the only company that commits to 100% transparent, user-friendly offers and renowned partners. With SponsorPay’s innovative concept we can increase the revenues of our social gaming partners while users of the VZ networks experience real added value”, commented Sebastian Kriese, Manager Strategic Partnerships at VZnet.

SponsorPay’s existing clients include Gameforge, Bigpoint, Café.com and 6waves. Based in Berlin, Germany with offices in London, Paris and San Francisco, SponsorPay is the European market leader and rapidly expanding worldwide.



## **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 such as Gameforge, Bigpoint, Gala Networks, 6waves, Perfect World, Cafe.com and Frogster as well as renowned advertisers such as Procter & Gamble, AT&T, Skype, Match.com 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 satellite offices in San Francisco, Paris and London.

## **About Lolapps**

With over 50 million active users per month, Lolapps ([www.lolapps.com](http://www.lolapps.com)) has the largest network of social games and applications on Facebook.

Founded in 2008, it took applications to the next level by building quiz, gift and game creator platforms that provided user-generated, customizable applications. Lolapps is now also one of the fastest growing social games company with over 300,000 user generated applications and 11 games in their portfolio.

## **About King.com**

King.com ([www.king.com](http://www.king.com)) is the largest skill gaming portal in the world.

Founded in 2003, it receives more than 15 million monthly visitors who compete against each other in skill-based games for cash prizes. King.com is synonymous with high-quality online games, trustworthiness and secure gaming. It has close to one hundred global partners including MSN, Yahoo, Zylom and Jeux.fr.

## **About VZnet Netzwerke**

The VZ-Netzwerke (former studiVZ Ltd.) currently serve about 16.5 million members across their social network platforms schülerVZ ([www.schuelervz.net](http://www.schuelervz.net)), Europe's biggest social network for young people, studiVZ ([www.studivz.net](http://www.studivz.net)) – Germany's popular network for students and meinVZ ([www.meinvz.net](http://www.meinvz.net)). The company was founded in October 2005 and acquired by the publishing group Georg von Holtzbrinck in January 2007.

The company has its headquarters in Berlin. Since February 2010, VZ Netzwerke has been led by CEO Dr. Clemens Riedl.



## **About NHN USA**

ijji.com ([www.ijji.com](http://www.ijji.com)) is the leading portal for hardcore online gaming. Owned and operated by Irvine, Calif.-based NHN USA, Inc., ijji.com launched in 2006 and now boasts more than 11 million unique registered gamers. The portal hosts a diverse suite of hardcore, fast action free-to-play online games, each with an optional micro-transaction model. ijji.com's extensive portfolio includes renowned online games Lunia, Gunz: The Duel, Soldier Front, Drift City, the massively multi-player first-person shooter (MMOFPS) Alliance of Valiant Arms, and the fantasy MMORPG Soul of the Ultimate Nation.

## **About i-Jet Media**

i-Jet Media (<http://i-jet-media.com>) is a global publisher and developer of online games for social networks and communities with over 35 titles in their portfolio. Their first iconic social game - Maffia New - was released in 2007; in April 2009, the smash hit The Happy Farmer followed. Today, i-Jet Media has more than 45 million users, of which 7 million log into their games daily. Currently, i-Jet Media is actively developing markets in Europe and Asia.

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