

Andreas Bodczek Joins SponsorPay's Management Team

BERLIN, Germany (August 31, 2009) As SponsorPay GmbH's new managing director, Andreas Bodczek assumes business management responsibilities which include establishing and advancing the international advertising platform to drive the company's future development. The Berlin-based enterprise introduced its innovative payment system for the online gaming industry in 2009 and already counts such renowned companies as Gameforge AG and Frogster Online Gaming among its customers.

Free access to premium content in online games – the concept of having “sponsors” to finance virtual goods and premium content through advertising is meeting with the approval of players and the industry alike. “We have been on the market for barely a month and our client roster already includes some of the largest games companies,” Jan Beckers, SponsorPay's co-founder and head of Publisher Relations and Marketing, happily remarks. At the leading games trade show in Europe, gamescom 2009, the Berlin-based entrepreneurs welcomed their newest customer, the world's biggest independent publisher of browser- and client-based online games, Gameforge AG.

“We scrutinize our advertising partners thoroughly,” Jan Beckers explains. “With this kind of quality control, the users of our service can rest assured that they will find only legitimate sponsors on our platform. Games publishers, in turn, benefit from a steadily increasing number of satisfied users and long-term growth in sales through the sponsors.” And that is why portal operators are embracing the innovative advertising platform. In the future, SponsorPay will serve not only the gaming industry, but extend its reach to other domestic and international online applications, virtual worlds and e-commerce platforms.

After its successful launch in Germany the company now turns to focus on swiftly expanding the international reach of its service offering and consistently enhancing the quality of the advertising portfolio. The young team is therefore adding management staff with profound expertise in these areas. Andreas Bodczek is taking over the commercial management of the company with immediate effect as managing director, having acted as a consultant to the project over the past weeks. This puts him in charge of corporate development and the setting up and expansion of the international advertising platform. Andreas Bodczek earned a degree in business management (Diplom-Kaufmann) and most recently held the position of CEO at Telefónica Deutschland, the company which under his direction established itself as Germany's leading wholesale provider of DSL and Voice over IP services. “Within just a few months, the SponsorPay team has turned an interesting idea into a company operating on an international scale, with highly attractive customers like Gameforge AG,” states Andreas Bodczek. “I look forward to contributing my experience to build a lasting basis for this company and to press ahead for continued, rapid growth.”