



## **SponsorPay Announces New International Partnerships With Gamania, Mail.Ru And Viximo**

**BERLIN, Germany (December 08, 2010) – SponsorPay, Europe’s leading virtual currency monetization platform, has announced new partnerships with global online games publishers Gamania and Mail.Ru as well as social games distribution company Viximo.**

With Mail.Ru Games, SponsorPay has added the largest player in the Russian online games and services sector to its portfolio of partners and is now featured in popular browser and client games such as “Legend: Legacy of the Dragons”.

“We are convinced we have made a supreme choice by selecting SponsorPay as our primary offer wall partner”, said Alexander Goldybin, CEO of Mail.Ru Games GmbH. “The great quality of offers combined with wide geographic coverage is very impressive”, he added.

Viximo’s platform helps developers distribute and monetize social games across multiple social networks, such as BlackPlanet, Quepasa, Bebo, IMVU and others, reaching more than 60 million users worldwide.

“We are publishing top tier social games to a number of networks in Europe and South America. SponsorPay is the best possible monetization partner in this regard. They truly understand and cater to the diverse audience of international markets”, said Brian Balfour, co-founder and VP Product Marketing at Viximo.

SponsorPay’s new cooperation with Gamania and Mail.Ru Games also highlights the company’s international focus. “We are happy to win Gamania, Mail.Ru Games and Viximo as partners who think just as globally as we do. This will further accelerate SponsorPay’s growth”, said Janis Zech, co-founder and Managing Director at SponsorPay.

Pan-Asian gaming giant Gamania entered the Western market last year. “As Gamania expands beyond the well established markets in Asia, including Taiwan Hong Kong, Japan, Korea and China, working with SponsorPay for local advertising offers is the next logical step. We are looking forward to further international growth with them”, said David Wong, COO at Gamania (US).

SponsorPay already provides localized advertising and direct payment services for hundreds of renowned premium publishers including Disney (Playdom), Ubisoft, Bigpoint, 6waves, Perfect World and IMVU. 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 Disney (Playdom), Ubisoft, 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 Gamania Digital Entertainment (US) Co., Ltd.**

Headquartered in Irvine, Calif., Gamania Digital Entertainment (US) Co., Ltd. is the North American subsidiary of Gamania ([www.gamania.com](http://www.gamania.com)), a leading pan-Asian online game developer, publisher and operator, providing high quality online game service to its customers. After building its name as a leading licensor of popular online games in Asia, with renowned titles such as [Lineage I](#) and [MapleStory](#), Gamania's next focus is on bringing high quality products from in-house development studios to market in North America. Gamania's ultimate goal is to build a global digital entertainment experience, easily accessible to people all over the world.

## **About Mail.Ru Games**

Mail.Ru Games ([corp.mail.ru/en/games/](http://corp.mail.ru/en/games/)) is part of Mail.Ru Group, the largest Internet company in the Russian-speaking world and one of the leading Internet companies in Russia. Mail.Ru Group is a leading player in the online games market, handling a vast amount of different games for social networks, both created within the company and obtained under license. Moreover, the Mail.Ru Group portfolio includes dozens of well-known browser and client games, among them, the company's own projects should be mentioned, "Allods Online" and "Legend: Legacy of the Dragons".

## **About Viximo, Inc.**

Viximo ([www.viximo.com](http://www.viximo.com)) is the largest platform that connects social app and game developers with numerous social networks across the web. With Viximo's platform app and game developers get access to over 60 million users across multiple social networks with a single easy implementation. Additionally, Social Networks are able to quickly set up a robust virtual currency, enable third parties to easily develop to their site, and instantly offer the highest quality social apps and games.



## Contact Information

Projjol Banerjea  
SponsorPay GmbH  
Ackerstr. 14/15  
10115 Berlin Germany  
Office: +49 30 20 21 56 60 0  
[press@sponsorpay.com](mailto:press@sponsorpay.com)