

## **SponsorPay grants online gamers free access to premium content**

**BERLIN, Germany (August 13, 2009) – Shopping on the Internet does not always have to cost (your own) money. SponsorPay GmbH, a start-up situated in Berlin, provides an interesting alternative for online gamers who are interested in purchasing virtual goods. Instead of paying with their own money, gamers can complete one of the numerous offers from SponsorPay's advertising partners and get virtual currency or items for free in return.**

At the Gamescom 2009 in Cologne, from August 19th to 23rd, the newly founded company will present itself at its own booth (hall 4.1, booth A30) and is looking forward to answering questions from interested visitors.

The market for online games is booming and publishers are increasingly earning their money through "virtual goods" that can be purchased within the game. A gamer, for example, who wants to complement his combat gear with a special sword in a fantasy game, would have to put a lot of effort into the game to do so. The alternative: He acquires it quickly and easily through the use of real money.

With SponsorPay's innovative payment system the gamer can now have his virtual goods financed by advertising partners ("Sponsors"). In return, online gamers have to complete ad offers which cost them some time, but no real money. Such an offer can be anything, from taking part in a market survey or downloading a free software program, to ordering a trial subscription for a magazine.

For advertisers, the innovative payment method opens up a whole new method of generating customer data and new leads. Through the large international user base of SponsorPay's partners, advertisers can increase their reach drastically. Shortly after launch, the Berlin-based company's service is already available in localized versions for 14 different European countries. Jan Beckers, managing director and co-founder, comments on the rapid growth: „There is no other international industry that is comparable to the online game market. Our customers' games are often played in more than 50 different countries. That is why we are focusing our technology and structure on growth right from the start. In the near future, we want to serve players in all of Europe and North America in their native languages.

The first customers of SponsorPay are online game publishers like Frogster Online Gaming GmbH („Runes of Magic“), Gamelabs GmbH („Gallendor“) and Playa Games GmbH („Shakes & Fidget“). Björn Koschin, managing director of Frogster Online Gaming GmbH, comments on his choice: „We decided to work with SponsorPay because they are serving many of our markets with local offers in native languages. Also, we were convinced by the focus on transparent advertising offers and sustainable revenues."