



PLAYSPAN ACQUIRES SPARE CHANGE, THE LEADING SOCIAL NETWORKS MICROPAYMENTS SERVICE

**Combined platform enables seamless microtransactions and trusted brand across Social Networks,
Online Games and Virtual Worlds**

San Francisco, CA; April 21, 2009 — PlaySpan, the leader in monetization solutions for online games, virtual worlds, and social networks, today announced it has entered into an agreement to acquire Spare Change, the first and largest micropayments solution on social networks whose platform enables buyers and sellers to transact safely, easily and inexpensively.

The acquisition further solidifies PlaySpan's global leadership position in monetization of social networks, online games and virtual worlds. The combination of Spare Change, PayByCash, Ultimate Game Card, and Ultimate Points creates an impressive and unequalled microtransactions and micropayments solutions provider for developers and users worldwide that includes over 80 payment methods covering 190 countries. Spare Change increases PlaySpan's ability to target the emerging social networking space and further enable millions of consumers worldwide the ability to purchase premium content and virtual goods from online games and virtual worlds.

"Spare Change was designed specifically for social networks, so it complements our existing monetization platform for online games and virtual worlds," said Karl Mehta, Founder and CEO of PlaySpan. "Combining Spare Change's fast growing user base with our deep operational experience and trusted brands provides a one stop monetization solution for our developers and publisher partners worldwide. In addition, its founders, Lex Bayer, Simon Ru, and Mark Rose have impressive social network monetization experience that will complement our management team and add significant value to our clients and end users. We are very excited to add Spare Change to the PlaySpan platform."

"Spare Change is based on the simple principle of making small payments safe and convenient for consumers and application developers alike," said Lex Bayer, Co-Founder and CEO of Spare Change. "Our platform has processed millions of transactions for over one million customers and 700 apps across Facebook, MySpace, and Bebo. Combining forces with PlaySpan feels like a natural fit, and the team is absolutely thrilled to have joined the industry leader in the online games monetization space."

About PlaySpan, Inc. PlaySpan™ is the leader in monetization solutions for online games, virtual worlds, and social networks. PlaySpan's patent-pending in-game virtual goods commerce and micropayment platform enables game publishers and developers to generate new revenues, acquire new users, and extend the loyalty of existing users.

PlaySpan also provides global payment solutions for over 1,000 games through its subsidiary PayByCash® with 80 payment methods in 180 countries and ULTIMATE GAME CARD® available in over 21,000 retail locations across North America and several key markets worldwide.

PlaySpan is headquartered in Silicon Valley with offices in Charlottesville, Virginia, Cincinnati, Ohio and Mumbai. Investors include Easton Capital, Menlo Ventures, STIC and Novel TMT Ventures.

For more information about PlaySpan, visit <http://corp.playspan.com>