



## **PlaySpan to Provide Monetization Platform for Adobe® AIR® Developers**

*For immediate release*

Santa Clara, CA — March 3, 2010 — PlaySpan announced today that Adobe has selected PlaySpan to power the payments platform for an Adobe® Flash® Platform service, codenamed Shibuya that was first announced at Adobe MAX 2009 and is now in private Beta. Shibuya enables Adobe developers to monetize their Adobe® AIR® applications through a try-and-buy mechanism, and provides an easy way for them to upload and sell their applications on the Adobe AIR Marketplace.

The process is as simple as adding a few lines of provisioning code, setting the price and trial period, and publishing the application. Developers also receive reports, analytics, and automatic settlements on a monthly basis.

Consumers can discover applications on the Adobe AIR Marketplace, and then try them for free. If they like the application they can purchase it using a credit card, PayPal, an Ultimate Game Card® or over 85 other global payment methods provided by PlaySpan. Visit the Adobe [AIR Marketplace](#) to see live examples of Shibuya-enabled applications.

“We chose to work with PlaySpan because they are a leader in digital goods monetization,” said Danielle Deibler, senior engineering manager, Flash Platform Services at Adobe. “They have clear focus on creating a great user experience plus a comprehensive system for managing all the details of global consumer payments and developer on boarding and settlement.”

“PlaySpan is thrilled to work with Adobe and Adobe AIR developers,” said Karl Mehta, Founder & CEO of PlaySpan. “The digital goods space is highly specialized and this is a perfect use case of our technology practices in global consumer payments and working with individual developers so that they can sell their applications and manage their own businesses. It’s a fantastic new cottage industry that Adobe is helping create.”

Shibuya is currently in a limited public beta. Once the service is commercially deployed as a full product, Shibuya will be available to all Adobe AIR developers. For more information on Shibuya, please visit the Shibuya web site at <http://labs.adobe.com/technologies/shibuya/>.

### **About PlaySpan**

PlaySpan™ is the global leader in monetization solutions for over 1,000 online games, virtual worlds, and social networks. PlaySpan's patent-pending in-game digital 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 through its UltimatePay product which enables users to make safe, convenient, and friendly in-app purchases using over 85 global payment methods in 180 countries. UltimatePay includes PlaySpan's ULTIMATE GAME CARD, which is a pre-paid card available in over 45,000 retail locations across North America and growing rapidly worldwide.

PlaySpan is headquartered in Silicon Valley with offices in Ohio, Virginia, and Mumbai. Investors include Easton Capital, Menlo Ventures, STIC and Novel TMT Ventures. The company won the 2009 OnHollywood Category Award for Best Gaming Company.

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