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ZAM.COM LAUNCHES TO PROVIDE LARGEST MMO DESTINATION FOR CONTENT, NEWS AND DATA

New Site Unites Largest MMO Communities – Wowhead, Thottbot, Allakhazam, MMOUI and Online Gaming Radio

LOS ANGELES, CA– March 20, 2009 - ZAM, LLC (ZAM) the company behind the internet's largest community of Massively Multiplayer Online (MMO) gamers, announced the launch of ZAM.com, a new portal for general MMO gaming news, data, forums and content. With 680 million pageviews and 21.9 million visitors per month, according to Google Analytics, ZAM now unites the top information sites in the MMO space in one central location. The new ZAM.com will give users access to all the properties in ZAM's family of sites: Wowhead, Thottbot, Allakhazam, MMOUI and Online Gaming Radio, as well as provide a single location for cross-site login for its users.

Allakhazam.com, the company's original site and the backbone for ZAM.com, celebrates its ten-year anniversary this year. "ZAM.com represents the next step in the evolution of gaming information sites across the web. The new portal's ability to aggregate content from ZAM's collection of great sites, as well as introduce timely news, interviews, and video prepares us for the next generation of gamers."

New features on the site will include:

- New Overall Look & Feel
- Seamless Cross Site Login
- Easy Access to Wowhead, Thottbot, MMOUI, Online Gaming Radio
- Simple Searching and Sorting of Content
- Complete Image Uploading System

ZAM's editorial excellence and dedicated community following have contributed to a strategic partnership with Sony Online Entertainment (SOE), with ZAM hosting the exclusive data feeds for EverQuest 2 and all future MMO releases from SOE. Activision/Blizzard has also recognized the contribution that ZAM brings to the MMO gaming space by acknowledging three of ZAM's sites as "Official World of Warcraft Fan Sites". "The power of ZAM is that we are all about the community, our sites are driven by the needs and concerns of our highly engaged users," said Steve Bannon, CEO of ZAM. "As a result, we can offer advertisers, sponsors, and strategic partners unparalleled access to an elusive, dedicated audience that spends 22 hours a week playing games."

In addition to display advertising, ZAM provides opportunities for advertisers to reach further into the market through partnerships with ZAM's community. Pete Auerbach, Vice President of Advertising Sales for ZAM, says, "ZAM is already the most popular MMO gaming information destination on the web. The newly designed portal will provide an even more robust experience for consumers. This is a win-win for advertisers who will be able to continue to reach millions of highly engaged gaming enthusiasts through the new ZAM with its fresh look and greater capabilities."

There is no charge to use the ZAM family of sites; however, premium subscriptions are available for \$3 per month for users who want access to additional features.

About ZAM

ZAM Media operates the largest and longest running family of sites dedicated to information and community for the Massively Multiplayer Online gamer. ZAM's family of sites currently includes Wowhead, Thottbot, Allakhazam, ZAM, MMOUI and Online Gaming Radio. Its first site, Allakhazam.com was founded in 1999 and serves as the backbone of its community. The ZAM family of sites covers more than 250 titles, such as World of Warcraft, EverQuest II, Warhammer and Final Fantasy XI. ZAM strives to deliver the most engaging sites, message boards and community tools. The sites serve over 680 million pageviews a month and 17 million uniques across the sites, (January '09, Google Analytics). ZAM continues to put resources behind its content and technology initiatives to maintain its position as an innovative industry leader. With offices in Los Angeles, the company maintains a large network of contributors spread around the country and globe—a network that favors expertise and dedication above location. The company is backed by Goldman Sachs and Oak Investment Partners as well as a number of other investors.

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