

**FOR IMMEDIATE RELEASE****Media Contacts:**

Allison Conkright  
ZAM, LLC  
(310) 481-6916  
aconkright@zam.com

**ZAM LAUNCHES *THE BFF REPORT* WEB SERIES*****No Holds Barred MMO Reviews with Comedic Commentary***

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**LOS ANGELES, CA**– October 15, 2009 - ZAM, LLC ([ZAM](#)) today announced the launch of its new web series [The BFF Report](#). *The BFF Report* offers viewers an unfiltered look at some of the MMO industry's most popular and anticipated games. Each month, Mike "Fony" Bailey, will focus on a new game, which will be dissected in four weekly segments airing on ZAM every Thursday. Mike will provide the audience with a snapshot of what they can expect from a game including: character creation, starting zones, special features, PVP and other key game play elements.

"It's an amazing opportunity to be able to collaborate with ZAM and connect with such a highly qualified and engaged audience of gamers," said Mike "Fony" Bailey. "*The BFF Report* provides a great platform to deliver information that has been excluded from developer press write ups and other gamer reviews. It allows me to offer an unbiased analysis of all the tools that are essential to a players' experience when starting a new MMO."

*The BFF Report* premiere webisodes will focus on Cryptic's *Champions Online* and set the stage for Mike's unbiased and no holds barred review style. Each episode is between four and five minutes and builds on the previous week's content.

"What we liked about Mike's approach is that reviews are not only educational and insightful, but entertaining, as well. Mike's energy and enthusiasm are infectious and are sure to keep audiences captivated," said Ryan Bohmann, President, Content Division for ZAM. "We felt that *The BFF Report* was the perfect vehicle to extend ZAM's industry expertise to video."

ZAM is known for its daily MMO gaming news coverage, extensive game data, forums and content. It is free to use and has additional premium offerings available to subscribers.

**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 are 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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