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**ZAM LAUNCHES *EVERQUEST® II* SITE FEATURING LIVE IN GAME DATA**

*New Site Features Live Broker Data and Complete Item Database  
First of Many New Features to Be Released*

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**LOS ANGELES, CA & SAN DIEGO, CA** – April 22, 2009 - ZAM, LLC (ZAM) and Sony Online Entertainment LLC (SOE), today announced the launch of the *EverQuest® II* (EQII) database site ([www.eq2.zam.com](http://www.eq2.zam.com)) on ZAM, the first in a series of sites that will leverage the unique collaboration between the two companies. The new site will offer users unparalleled access to a complete EQII database, as well as allow players to access in-game broker data.

ZAM, the Internet's largest community of Massively Multiplayer Online (MMO) gamers, including renowned databases Wowhead and Thottbot, has continued to raise industry standards with their comprehensive MMO gaming news, data, forums and content. Their relationship with SOE, the driving force behind blockbuster titles like *EverQuest®*, *EverQuest® II* and the highly anticipated *Free Realms™*, has put ZAM among the elite in the gaming information space.

**New features on the site will include:**

- **Live Broker Data**
  - **Web accessible in-game Broker House data: Access to item availability from EQII servers without logging in to the game.**
  - **Detailed historical pricing data**
  - **Instant Alerts: Notifications sent immediately to users when items become available in-game per their preset specifications**
- **Complete Item Database**
- **Improved Bestiary: Access to the exact location of any mob on a map and all of its drop information**
- **Detailed Quest Information**

"This is all about improving the game play experience, both on and offline, for the EQII community. We are excited to offer EQII players access to new data and services," said Jeff Moyer, President of ZAM. "ZAM's database will include every item, quest and mob in the game, in complete detail. Rare and unusual quests and mobs, which players had little information on in the past, will now have as much information as the more common ones," continued Mr. Moyer. "This flow of information and data from SOE will allow ZAM to provide quicker updates when there are changes and additions to the game."

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This initial launch is the first step in providing the EQII community the deeper, richer content that was announced at SOE's Fan Faire last July. ZAM promises continuous updates and additional features throughout the rest of the year, including a spells database and profiles. "By participating in a program such as this we are able to extend the reach of the *EQII* brand and connect with our players through multiple touch points," said Bruce Ferguson, Sr. Producer *EverQuest II*. There is no charge to use the EQII site on ZAM, however, premium annual subscriptions are available for \$29.99 for users who want access to additional features.

"Our partnership with SOE is a prime example of how a gaming information site like ZAM can evolve to create a seamless experience for users," said Stephen K. Bannon, ZAM's CEO. "We are the industry's leading innovator and look forward to bringing the community more exclusive features as our continued partnership with SOE expands to other titles."

#### **About ZAM**

ZAM Media operates the largest and longest running family of sites dedicated to information and community for the Massively Multiplayer Online gamer. Its first site, Allakhazam.com was founded in 1999 and serves as the backbone of its community. ZAM, LLC was formed in May of 2006 and has enjoyed success as the leader in the MMO information space. 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 currently serving over 680 million pageviews a month and enjoying 17 million uniques across the sites, according to 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.

#### **About Sony Online Entertainment**

Sony Online Entertainment LLC (SOE) is a recognized worldwide leader in Massively Multiplayer Online Games, with hundreds of thousands of subscribers around the globe. SOE creates, develops and provides compelling entertainment for the personal computer, online, game console and wireless markets. Known for its blockbuster franchises and hit titles including EverQuest®, EverQuest® II, Champions of Norrath®, Untold Legends™, and PlanetSide®, as well as for developing Star Wars Galaxies™, SOE continues to redefine the business of online gaming and the creation of active player communities while introducing new genres on various entertainment platforms. Headquartered in San Diego, CA, with additional development studios in Austin, TX; Seattle, WA; Denver, CO; Tucson, AZ and Taiwan, SOE has an array of cutting-edge games in development.

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