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ZAM LAUNCHES FINAL FANTASY XIV COMMUNITY & GAMING INFORMATION SITE

Site Unveiled One Week Following the Game Announcement at E3

LOS ANGELES, CA– June 11, 2009 - ZAM, LLC (ZAM) today announced the launch of its Final Fantasy XIV (FFXIV) site, ffxiv.zam.com. The initial launch of the FFXIV site on ZAM comes just over a week after Square Enix announced the newest expansion of the Final Fantasy franchise at E3, which sent the gaming community buzzing. Since the announcement, ZAM has experienced over 6,000 posts to its FFXIV forums and notable community edits to the wikibase. The FFXIV site on ZAM currently offers active forums, news, a wikibase, polls, featured screenshots, a fan art gallery, a blog directory, site skin options, a graphics gallery, community generated comic strips, translated media from Japan and for the first time on any ZAM site, a Twitter feed.

"We've always had a very strong and vibrant community for Final Fantasy," said Crystal "Pikko" Watanabe, ZAM's Final Fantasy community manager. "Our FFXI community members will no doubt become a part of the FFXIV community, so we're doing everything we can to offer players the most satisfying and comprehensive community-driven site for news, wiki, and forums out there."

The FFXIV site on ZAM is free to use.

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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