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ZAM LAUNCHES HIGHLY ANTICIPATED FREE REALMS™ COMMUNITY SITE

*New Site Coincides with Free Realms Game Release
Targeting Tweens and Their Parents*

LOS ANGELES, CA– May 7, 2009 - ZAM, LLC (ZAM) today announced the launch of its highly anticipated *Free Realms*™ community and gaming information site (fr.zam.com) based on the game by Sony Online Entertainment LLC (SOE). This is the second major site launch this month, the first being the release of another SOE database site for *EverQuest® II* players (eq2.zam.com). An exclusive collaboration with SOE has enabled ZAM to launch higher quality sites that help gamers improve their in-game experience.

The launch of the *Free Realms* site on ZAM is the first step in providing key content that will aide users as they begin to play the game. The *Free Realms* site on ZAM currently offers active forums, current news and a wikibase. With SOE's help, the ZAM *Free Realms* site will continue to increase its database information to reflect and compliment the ever-growing world of this unique MMO.

Free Realms, which SOE launched on April 28, 2009, is a brand-new, free virtual world where you can do whatever you want, whenever you want! Designed to be a fun and safe place for gamers of all ages, players can get in the game quickly and easily from a web browser, create a character, and be playing in an amazing new world within minutes!

“Coming off a successful game launch last week, the opening of the ZAM community site is the next step in ensuring our players have the resources for a well-rounded gameplay experience,” said Andy Sites, Sr. Producer of *Free Realms*.

“Our new site expands on ZAM's core competencies as the top MMO gaming information site and will help *Free Realms* build a sustainable community,” said Jeff Moyer, President of ZAM. “We are excited to offer an online environment that will be conducive to gamers of all ages and are confident that the tools and features that we are developing will really enhance the user's experience when they are playing the game.”

ZAM, the Internet's largest community of Massively Multiplayer Online (MMO) gamers, built its reputation as an industry leader by continuing to innovate and enhance its offerings, beginning with its original site devoted to SOE's game *EverQuest* in 1999 and continuing with its two largest database sites, Wowhead and Thottbot. ZAM's proven dedication to provide the most comprehensive MMO gaming news, data, forums and content, has solidified their position in the industry and opened the door to strategic relationships with major game publishers like SOE.

"The launch of the *Free Realms* site on ZAM adds additional depth to the already rich content and features that our sites provide," said Stephen K. Bannon, ZAM's CEO. "We continue to be excited about our relationship with SOE. This is a great opportunity for us to help expand the world of MMO gaming and we look forward to extending our expertise in this field to a broader audience."

The *Free Realms* 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. 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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