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**ZAM LAUNCHES PREMIUM MEMBERSHIP ON WOWHEAD***Bonus Features and Capabilities Available*

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**LOS ANGELES, CA**– July 23, 2009 - ZAM, LLC (ZAM) today announced the launch of its premium membership service on Wowhead, an offering that allows users greater continuity throughout ZAM's family of sites, as well as bonus features that enhance the Wowhead experience. The Wowhead team has created an arsenal of tools and services that range from additional customization scenarios within users' profiles to preferred queuing for its recently released Profiler.

"Wowhead has long been revered as the top World of Warcraft site for its extensive database, effortless navigation, dedicated community and helpful tools and features," said Stephen K. Bannon, ZAM's CEO. "The Premium capabilities are the next step in Wowhead's commitment to embracing community input and implementing a service that allows users to move beyond simply using Wowhead to actually becoming part of Wowhead."

Community members that choose to upgrade their account to Premium will receive the personal benefits of additional features, as well as, community recognition for their commitment to the site in the form of special badges and displays. "Wowhead's community engagement has been the foundation for the success of the site. We definitely want to make sure that we are recognizing these individuals, as many of them have been with us from the beginning and are the backbone of this elite community" said Guillaume "Skosiris" Cournoyer, Wowhead's founder. "Launching Premium service enables us to give back to them with the enhanced feature set, while providing them with another avenue to show their support for the site."

Premium Membership includes:

- No ads
- Custom forum avatars
- Preferred placement in the front of the Armory queue when requesting Profiler resyncs
- Increased character limits for comments and forum posts
- Access to a special email address for input on site features and direction
- A special Premium border for users' forum avatars
- A special Premium badge posted to users' profile page
- No CAPTCHA

Premium Membership through ZAM includes access to the premium services on Wowhead, Allakhazam and MMOUI. It is \$9.99 for a 3-month premium subscription. Yearly subscriptions are available for \$29.99.

**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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