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## **ZAM LAUNCHES MUCH ANTICIPATED PROFILER ON WOWHEAD**

### *Complete 3D World of Warcraft Character Profile Customization Now Available*

**LOS ANGELES, CA**– June 25, 2009 - ZAM, LLC (ZAM) today celebrated the launch of its much anticipated Profiler feature on Wowhead, the most popular World of Warcraft data and community site. The Profiler on Wowhead is a unique tool that allows users access to a 3D model of their World of Warcraft character with their current in-game gear profile. World of Warcraft players now have the ability, on Wowhead, to test different customization scenarios. Users can modify their character with different sets of gear and review not only a potential new look, but also what the character's new stats would be. Additionally, all players, guilds and arena teams are completely searchable and ranked based on gear stats and achievements.

"The Wowhead Profiler is a full-featured system that represents an entirely new phase in Wowhead's development," said Guillaume "Skosiris" Cournoyer, Wowhead's founder. "We're tremendously excited about this feature, not only for its current capabilities, but for the potential it has to expand on our offerings in the future."

The profiler capabilities include:

- Access to all Armory information in an elegant, Wowhead-style tabbed interface
- Advanced Wowhead-style filtered searches of Armory profiles
- Capacity to perform background checks on a potential raid-mate, to find out how much raid experience they have
- Real-time stat updates on a 360 degree image of characters wearing any combination of gear
- Automatic searches for the easiest upgrades for characters specs, using Wowhead's powerful weight scale system, including a filter to search based on any criteria
- Complete profiles saved on a players' user page for personal reference or to link to friends — includes any possible combination of race, class, level, and gear

"The power of ZAM is that we are all about the community, our sites are driven by the needs and concerns of our highly engaged users," said Steven K. Bannon, CEO of ZAM. "The Profiler on Wowhead is a prime example of ZAM creating a seamless experience for users out of game and continuing to lead and innovate in the MMO space.

Wowhead plans to expand the Profiler's integration with the rest of the site and add the ability to embed a 3D widget of a user's character on their personal website, auto-generate forum signatures based on

individual profiles and allow users to compare items in the database with the items on their profile. The Profiler on ZAM's Wowhead site 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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