

COME2PLAY ANNOUNCES THEIR MULTIPLAYER FLASH GAME NON-CONTEST, CONTEST

TEL-AVIV, Israel – May, 26th 2009 -

Come2Play <http://www.come2play.com> – creators of the first white-label multiplayer gaming platform and multiplayer game API - today announced their multiplayer flash game “Non-Contest, Contest” with prizes given to any developer based on the number of matches their game produces.

Come2Play's open source API allows developers to create multiplayer games without having to worry about servers, hosting, ranking, chat, game lobbies, leaderboards, tokens and virtual rewards, all of which are built into the Come2Play network.

Non-Contest, Contest

To promote the capabilities of their multiplayer API, Come2Play is announcing their Non-Contest, Contest for game developers. The non-contest is simply a bonus payment based on the number of game matches recorded in a three month period after the developer's game has been launched. Come2Play will pay developers \$5,000 for the first 2 million matches played in the first three months. Bonuses increase by 5 thousand dollars for every 2 million matches. So, 4 million matches = \$10,000 prize, 6 million matches = \$15,000 prize and so forth.

Easy Game Distribution

To help developers reach this goal, Come2Play has developed an extensive distribution platform allowing game developers the ability to distribute their games everywhere.

Come2Play's distribution products include the ability to launch games as applications on all popular social networks, automatically to over 300 partner websites using their Multiplayer Game Network, on start pages like iGoogle and and as SWF files that can be uploaded to any site. This is all done automatically by Come2Play once the developer's game has been uploaded and Come2Play will give developers the tools to spread their game as well.

Sponsorship & In Game Ads

Come2Play also allows developers to resell the sponsorship of their game. Developers can make money on the front end before sponsoring their game and then receive bonus payments based on game play after the game is released. In addition, developers can keep all in-game advertising for themselves.

Contest Rules and additional information can be found on Come2Play's website -
http://www.come2play.com/dev_inner.asp?f=1&newsid=337

About Come2Play

Come2Play is creator of the first white-label multiplayer gaming network. To date, over 80 million matches have been played throughout the web supported by Come2Play's open multiplayer API. Come2Play's network is rich with social features like game rooms, chat, leaderboards, rankings, tokens and virtual rewards. Games are played on leading social networks like Facebook, Myspace and Orkut, start pages and IM services like iGoogle, MSN and Meebo, and gaming portals like Net-Games, Zapak and Games2Win. To learn more, visit <http://www.come2play.com/developer.asp>

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