

## COME2PLAY ADDS BRANDABLE MULTIPLAYER SWF GAME FILES TO DISTRIBUTION

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Come2Play <http://www.come2play.com> - creators of the first white-label multiplayer casual gaming platform - is releasing every game in their multiplayer game library as a brandable SWF file that can be embedded, downloaded or distributed to any website. Keeping with Come2Play's white-label philosophy, the new SWF files will allow publisher's to brand each game for free with their logo for free.

### **Multiplayer SWF files with viral features**

Come2Play's games include the ability to quickly start a multiplayer game using its "Quick Start" function. Players are matched up against an opponent based on ranking to ensure a fun and exciting game play. Players can also invite friends by sending a unique link directly into their game.

Each SWF files comes with a launch pad to social networks like Facebook and Myspace. These social network applications are branded with the originating publisher's logo, include links back to the publisher's website and come with advertising spots for the publisher to further monetize. This opens new ad revenue opportunities for publishers that were previously non-existent, helps them spread their brand and effortlessly tap into social network virality.

"Come2Play's SWF files enable us to engage our user base while generating new revenue," said Oren Sofrin, CEO of Net-Games.biz. "It was extremely easy for us to embed Come2Play's SWFs and begin generating revenue from the in-network ads that are displayed on our social network application. Come2Play products have not only improved user satisfaction, but by providing us with brandable games, their solution has given us a significant new white-label revenue stream."

With brandable SWF files, Come2Play enables game publishers and developers to generate new revenues, acquire new users and extend the loyalty of existing users. For gaming publishers that want an even more encompassing social experience on their website, Come2Play offers a custom white-label Multiplayer Gaming Network as well.

"Come2Play is committed to bringing white-label opportunities to the casual gaming industry," said Alon Barzilay, CEO of Come2Play. "With the release of our brandable SWF files we are giving website owners a full range of white-label tools to deliver multiplayer gaming to their users and to generate additional revenue for themselves."

### **Registration**

Games can be embedded and downloaded without registering with Come2Play, however, those that setup an account will be able to add their logo, track user stats for each game and include advertisements in social network applications.

Publishers and interested parties can sign up and read more at <http://come2play.com>

## **Multiplayer API for Game Developers**

Come2Play's open source API allows game developers to create multiplayer social games without having to worry about servers, hosting, ranking, chat, game lobbies, leaderboards, tokens and virtual rewards. It's all covered by the Come2Play network. With the addition of brandable SWFs to Come2Play's distribution, developers have an additional launch pad to distribute their social games everywhere.

## **About Come2Play**

Come2Play is the first white-label multiplayer gaming platform. To date, over 85 million matches have been played throughout the web supported by Come2Play's multiplayer network. Social features like game rooms, chat, leaderboards, rankings, tokens and virtual rewards are built into every game. All 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>

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