

## Online Gaming Continues Strong Growth in U.S. as Consumers Increasingly Opt for Free Entertainment Alternatives

### --Distributed Gaming Content Publishers Compare Favorably Against Gaming Destination Sites

RESTON, Va., July 10, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- comScore, Inc. (Nasdaq: SCOR), a leader in measuring the digital world, today released an overview of the online gaming category among U.S. Internet users, which showed a significant increase in the size of its audience during the past year as consumers increasingly opt for cheaper entertainment alternatives, driven in part by the reality of economic challenges. The category attracted 87 million U.S. visitors in May 2009, up 22 percent versus year ago.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20080115/COMSCORELOGO>)

Yahoo! Games ranked #1 in the category with 19.4 million visitors, representing a 6-percent increase over the past year, followed by EA Online with 18 million visitors (up 34 percent), Nickelodeon Casual Games with 14.8 million visitors, and WildTangent Network with 13.8 million (up 16 percent). GSN Games Networks achieved particularly strong gains in the past year, growing 563 percent to 6 million visitors, due primarily to the additions of entities such as WorldWinner.com and CrazyMonkeyGames.com.

Top Online Gaming Sites  
 May 2009 vs. May 2008  
 Total U.S. - Home/Work/University Locations  
 Source: comScore Media Metrix

	Total Unique Visitors (000)		
	May-2008	May-2009	% Change
Total Internet : Total Audience	190,858	193,825	2
Online Gaming	71,624	87,102	22
Yahoo! Games	18,340	19,391	6
EA Online	13,374	17,988	34
Nickelodeon Casual Games	N/A	14,836	N/A
WildTangent Network	11,896	13,844	16
ADDICTINGGAMES.COM	10,216	11,898	16
Disney Games	12,137	11,717	-3
MSN Games	10,017	8,986	-10
AOL Games	8,318	8,711	5
MINICLIP.COM	7,551	8,432	12
Betawave Partners - Partial List	3,894	7,406	90
Spil Games	4,345	7,163	65
GSN Games Network	910	6,034	563
Big Fish Games Sites	4,392	5,592	27
SHOCKWAVE.COM	5,850	5,158	-12
ARMORGAMES.COM	2,684	3,860	44
Y8.COM	1,243	3,537	185
GAMEVANCE.COM	3,982	3,466	-13
RealArcade Sites	6,143	3,427	-44
IWIN.COM	2,112	3,356	59
Midasplayer.com Ltd.	1,601	2,872	79

"Online gaming continues to be one of the top gaining categories over the past year growing at ten times the rate of the total U.S. Internet population and reaching nearly one out of every two Internet users," said Edward Hunter, comScore director of gaming solutions. "And the growth in the category is occurring not only at the top gaming destination sites, but also through viral distribution platforms, including widgets and applications. In fact, some online gaming companies that distributed their games across sites are reaching as many people as the top online gaming sites."

## Distribution Platforms Increase in Significance to Online Gaming Market

Distributed content, as measured by comScore Extended Web Metrix, represents a growing trend in the online gaming space. Distributed content platforms, including widgets and applications, can often reach audiences of a size comparable to online gaming destination sites. MochiMedia, for example, reached a combined audience of 16.9 million in May, greater than all but two sites in the online gaming category. Games2Win reached 1.8 million people, which compares favorably with the top twenty sites in the category, while Tetris Online reached 165,000 people.

Top Online Gaming Extended Web Entities\*  
May 2009  
Total U.S. - Home/Work/University Locations  
Source: comScore Media Metrix (Extended Web)

	Total Unique Visitors (000)	% Reach
Total Internet : Total Audience	193,825	100.0
MochiMedia	16,919	8.7
Games2Win	1,822	0.9
Tetris Online	165	0.1

\*Measurement of extended web entities requires participation from publishers to tag distributed content for measurement purposes. The sites listed do not represent an exhaustive list of online gaming publishers with distributed content.

"The power and reach of viral content distribution is well captured by comScore Extended Web Metrix," said Alok Kejriwal, CEO and Co-Founder, Games2win. "With these latest consumer traffic numbers, we can now effectively present and strategically leverage our accelerating audience reach, and share data with our advertisers, marketers and partners that represents a holistic view of who is playing our games and from where."

### About comScore

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