



## **Full Launch of Allods Online in the U.S. and Europe**

Tokyo, Japan – March 3, 2010 - Gala Inc. today announced that California-based Gala-Net Inc. and Dublin-based Gala Networks Europe Ltd., both consolidated subsidiaries of Gala Inc., have launched the full service, including sale of premium in-game items, of the online game Allods Online on February 19, 2010.

### 1. Overview of Allods Online

Allods Online is an adaptation of ALLODS, a hugely successful role-playing game that was published in 1997 and sold more than 1.2 million copies in Russia alone. Astrum Nival, LLC. has spent more than four years and USD 12 million developing the highly anticipated title. Open beta tests began on February 16, and the full launch was on February 19. Concurrent user count is growing steadily.

The policy of Gala Inc. is to announce full launches as soon as possible. We regret that delays in verification led to a delayed press release in this case.

### 2. Overview of licensing agreement

The licensing agreement was signed on April 30, 2009.

The service was launched on February 16, 2010, and the sale of in-game virtual goods (full commercialization) began on February 19.

### 3. Future Efforts

The Gala Group will continue to provide superior games, both those developed within the group and licensed from other developers, to gamers around the world.

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