



## Rappelz Launched in China

Tokyo, Japan – April 30, 2010 – Gala Inc. today announced Rappelz, an online game developed by Seoul-based consolidated subsidiary Gala Lab Corp. was launched in China on June 29, 2010.

### 1. Overview of Rappelz

Rappelz is a Europe-themed MMORPG (Massively Multiplayer Online Role Playing Game) currently provided in 13 languages, for users in many regions around the world including the U.S., Europe, Korea, Japan, Taiwan, Russia, the middle east, and Thailand. It has been acclaimed for its exceptional graphics and intricate storyline.

The Chinese version is provided through agreements with Tokyo-based Aeria Inc. and Shanghai-based Ningbo Success Multi-media Communication Co., Ltd.

Ningbo publishes various online games, as well as distributing TV shows and movies through ChinaVnet (<http://www.vnet.cn/default.aspx>), one of China's largest video distribution sites.

### Overview of Ningbo Success Multi-media Communication Co., Ltd.

Name	Ningbo Success Multi-media Communication Co., Ltd.
Website	<a href="http://www.bbvod.net/index.html">http://www.bbvod.net/index.html</a>
Rappelz website	<a href="http://fy.playsea.com/superindex/index.html">http://fy.playsea.com/superindex/index.html</a>
Address	6F, 716 Sangtian Road, Jiangdong district, Ningbo
CEO	Peiqiang Xing
Established	August 17, 2000
Business domain	Distribution/publishing of entertainment content including movies, TV shows, and music)

### 2. Overview of agreement

The licensing agreement was signed on June 16, 2010, and will be effective for three years from the launch of the commercial service, with a possible extension on one year.

The full launch of the commercial service, including sale of premium in-game items, was on June 29, 2010.

### 3. Future efforts

The Gala Group will continue to license out its games, especially flagship titles Flyff and Rappelz, license quality games from outside developers, and expand both the development and publishing aspects of its online games business.

Contact:

Chie Suehiro

Office of Group Management, Gala Inc.

Address: Shibuya Prestage 3F, 3-12-22 Shibuya, Shibuya-ku, Tokyo, Japan 150-0002

TEL: 03-5778-0324 (+81-3-5778-0324 from overseas)

FAX: 03-5778-0340 (+81-3-5778-0340 from overseas)

email: ir@gala.jp

*Disclaimer: This summarized translation is provided for convenience only. In the event of any discrepancy with the Japanese original, the original shall prevail.*