



## KungFu Hero Channeled on Korean Portal

Tokyo, Japan – July 30, 2010 – Gala Inc. today announced that KungFu Hero, an online game operated by Seoul-based subsidiary Gala Lab Corp. on the Gala Group's gPotato.kr portal, has become available to the users of Itembay, one of Korea's largest online games portals.

### 1. Overview of KungFu Hero

KungFu Hero, developed by Shanghai-based Shanghai Chenlu Information Technology Co., Ltd., is a browser based role-playing game set in ancient China. The game requires no installation, and can be played faultlessly even on netbooks and older computers. It features varied combat and a detailed character development system.



### 2. Overview of Itembay

Itembay operates what was the first major website devoted to the trading of in-game virtual items for real-world money. It has also launched an online games portal, which currently has approximately six million registered users, and is expanding into the mobile content market and regions such as China and the U.S.

#### Overview of Itembay

Company name	Itembay
Website	<a href="http://www.itembay.kr/">http://www.itembay.kr/</a>
Address	524-1, Mok 2-dong, Yangcheon-gu, Seoul, Korea (158-808)
CEO	Yi Chang-Suk
Founded	September 2002
Business domain	Operation of online games portals and distribution of online games

### 3. Overview of the agreement

The licensing agreement was signed on July 15, 2010 and will be effective for two years from the commencement of channeling. Channeling commenced on July 29, 2010.

### 4. Future Efforts

The Gala Group will continue to provide superior games and strive for global expansion of its online games business.

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