



Prius Online to be Launched in the U.S.

Tokyo, Japan – August 17, 2010 – Gala Inc. today announced that U.S. subsidiary Gala-Net Inc. has entered an agreement with Seoul-based CJ Internet Corporation concerning the distribution of the online game Prius Online in the U.S.

1. Overview of Prius Online

Prius Online is a revolutionary 3D emotional fantasy MMORPG which revolves around a unique three character (3C) playing system. This 3C system consists of your main character, the Anima, and the Giga. The Anima is your character's companion, and the relationship you develop with her, as you try to unravel the mysteries of her forgotten past, determine her personality and strengthen your bonds. The Giga, summoned by the Anima in times of battle, are strategic and dynamic mercenaries that fight by your side. Through captivating quests and adventures, players unravel their own destiny alongside the Anima's history. Through this rich bond and immersive emotional experience, Prius Online revolutionizes the MMO paradigm.

CJ Internet Corporation runs the Net Marble online games portal, one of the largest of its kind in Korea, and also does business in many other countries around the world.

2. Overview of CJ Internet Corporation

Company name	CJ Internet Corporation (KOSDAQ 037150)
Website	http://www.cjinternet.com/
Address	CJ E&M Center 12th Floor, G 1606, Sangam-dong, Mapo-gu, Seoul, Korea
CEO	Nam-Gung Hun
Established	2006 年 8 月
Business domain	Operation of online games portal NetMarble Development and distribution of online games

3. Overview of agreement

The licensing agreement was signed on August 3, 2010, and will be effective for three years from the launch of the commercial service.

The open beta test and the full launch of the commercial service, including sale of premium in-game items, are scheduled to begin in fiscal year 2012.

4. 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, and strive for global expansion 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

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