



Open Beta Test of iL: Soulbringer Launched in Taiwan, Hong Kong, and Macao

Tokyo, Japan – August 27, 2010 – Gala Inc. today announced that the open beta test of the online game iL: Soulbringer was launched in Taiwan, Hong Kong, and Macao on August 26, 2010.

1. Overview of iL: Soulbringer

iL: Soulbringer is an MMORPG set in a fairy-tale world. The game features beautiful graphics and "Pio"s, pets that can be mated with other pios to give birth to progressively more powerful pios. The cute characters and pios were very popular among participants of the closed beta test and visitors at trade shows.

Taiwan's online games market in 2009 was estimated to have grown 8.4% since 2008 to JPY 32.7 billion, and MMORPGs account for more than half of the market (source:MIC).

The local publishing partner, Taipei-based Gamania Digital Entertainment Co., Ltd., is Taiwan's largest online games company and runs a highly popular games portal.

Gamania's sales have remained steady despite Taiwanese users' tendency to play only the newest games, and their expertise should be beneficial to iL: Soulbringer's success in the global marketplace.

Overview of Gamania Digital Entertainment Co., Ltd.

Company name	Gamania Digital Entertainment Co., Ltd
Website	http://tw.gamania.com/
CEO	18F, No. 736 Chung-Cheng Road, Chung-Ho City, Taipei 235, Taiwan
Establishment	Albert Liu
Business domain	Distribution and development of online games

2. Schedule

The publishing agreement was signed on July 22, 2009 and will remain in effect for three years from commencement of the full service. The open beta test began on August 26, 2010 and the full commercial service including sale of premium in-game items is expected to begin in early September.

3. Future efforts

The Gala Group will continue to license its games and expand its presence in online games markets around the world.

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