



Castle of Heroes Launched on DAUM online games portal

Tokyo, Japan – October 18, 2010 –Gala Inc. today announced that [DAUM](#), an online games portal operated by Seoul-based Daum Communications Corp., began channeling Gala Inc. subsidiary Gala Lab Corp.'s Korea-based service of the online game Castle of Heroes on October 18, 2010.

1. Overview of Castle of Heroes

Castle of Heroes is a full-scale, massively multiplayer browser strategy game developed by China-based Suzhou Snail Electronic Co., Ltd. Despite being playable even on older PCs and netbooks and not requiring installation, the game features high quality visuals and intricate gameplay that combines the best elements of management, role-playing and strategy games.

The game has been available to users of the European, Japanese, U.S., and Korean gPotato online games portals, among others, and the additional accessibility from the new channeling arrangement will bring the game to an even larger audience.

2. Overview of DAUM portal

DAUM is a general web portal offering many Internet services to users, including free web-based e-mail, messaging, forums, shopping, news, and games. With over 36 million members, 700 million page views daily, and 12 million unique visitors, it is one of the largest portals in Korea. Castle of Heroes will be an addition to the 46 online games titles it currently offers, and its large user base is expected to add greatly to the game's reach.

Overview of Daum Communications Corp.

Company name	Daum Communications Corp.
Website	http://www.daum.net/
Address	Hannam-dong Yongsan-gu, Seoul, 140-894, South Korea
CEO	Choi Se-Hoon
Founded	February 1995
Business domain	Operation of web portal, online communities, media

3. Overview of the agreement

Korean subsidiary Gala Lab Corp., a Seoul-based subsidiary of Gala Inc., entered a channeling agreement with Daum Communications on October 1, 2010. Daum's channeling was launched on October 18, and the agreement will be effective for 2 years from the launch.

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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