



## **iL:Soulbringer to be Launched in Southeast Asia**

Tokyo, Japan – November 30<sup>th</sup>, 2010 – Gala Inc. today announced that Gala Lab Corp., a Seoul-based subsidiary of Gala Inc., entered a licensing agreement with Singapore-based Shanda Games International PTE Ltd. for the operation of the online game iL: Soulbringer in Singapore and Malaysia on October 8, 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 game was launched in Korea in July 2010 on Gala Lab's gPotato.kr portal and in Taiwan in September by Gamania Digital Entertainment Co., Ltd., the country's largest online games company. Additional launches in are upcoming.

### 2. Overview of Shanda Games International

Shanda Games International PTE Ltd, a Singapore-based subsidiary of China-based Shanda Games, is the Shanda group's arm in Southeast Asia. As one of China's leading games companies, Shanda Games, in addition to developing and publishing its own games and games developed in conjunction with other developers, also runs licensed titles. Gala Lab Corp. is already in partnership with Shanda Games for the publishing of iL:Soulbringer in China, and is confident that the marketing prowess of the Shanda Group will prove to be invaluable for the success of the game in Southeast Asian markets.

### Company information

Company name	Shanda Games International PTE Ltd
Address	1 Fusionopolis Way, Connexis North #05-10,Singapore, 138632, Republic of Singapore
CEO	Tan Qunzhao
Business domain	Development and operation of online games

### 3. Overview of the agreement

The agreement was entered into on October 8, 2010 and will remain in effect for three years from commencement of the full service. Dates for the launch of the open beta test and the full commercial service are to be announced. Gala Inc. apologizes for the delay in announcing the agreement with Shanda Games.

### 4. Future efforts

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

Contact:

Akiko Kokado

Group Management Division, 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.*