

LISA MARINO APPOINTED CEO OF ROCKYOU

RockYou to Continue Commitment to Social Gaming Under Marino's Leadership

REDWOOD CITY, CALIF. – APRIL 7, 2011 – Leading social gaming company RockYou today announced that Lisa Marino has been named CEO by its board of directors. Previously COO, Marino was elected to head the company following her leadership of RockYou through a successful restructuring to focus on gaming. Under her management, the company will continue its commitment to developing best-in-breed social games and delivering innovative advertising solutions.

“Over the last three years, Lisa has demonstrated her strong leadership, building RockYou’s brand business and later leading its award-winning advertising business as the company’s CRO. She helped put RockYou on the map as one of the largest social media advertising networks, and as COO, she managed the transition of RockYou into a leading social gaming company,” said Steve Van Horne, CFO of RockYou. “With her ability to execute change, drive revenue growth, and position the company for the future, Lisa is the logical choice to lead RockYou.”

“Lisa Marino has positioned RockYou for success in the social gaming space, hiring key executive talent, acquiring Playdemic and TirNua, and reorganizing the company to focus on delivering next-generation social games,” said David Chao, Board Member and partner at DCM, one of RockYou’s investors. “As a result, RockYou has made a quick pivot to become one of the fastest growing game developers on Facebook.”

“RockYou is my passion. I really believe in our talent and the games and ad products we have in our pipeline. I am honored to lead this team,” said Lisa Marino. “The rapid evolution of the social gaming space, combined with the collaborative environment we’re building at RockYou, inspires me every day.”

Lisa Marino joined RockYou in 2008, and became Chief Revenue Officer in 2009 where she grew the company’s media business to become one of the largest social media advertising networks. In 2010 she was appointed COO and led RockYou’s re-organization and transformation to a leading social gaming company. In December 2010, RockYou announced the acquisition of TirNua for its next-generation 3D game development engine and team. In January 2011, the company announced the acquisition of UK-based social game developer Playdemic, developer of the rapidly-growing *Gourmet Ranch*, and in February 2011, announced a deal to publish the first title from legendary game designer John Romero’s new studio, Loot Drop. Under her leadership, RockYou filled out its executive team with games industry veterans including SVP of Games, Jonathan Knight and SVP of Technology Greg Kearney as well as General Counsel Allyson Willoughby, Marketing SVP Katrina Osio, and SVP/GM of Media, Julie Shumaker. According to AppData, in March, RockYou was ranked fourth among social gaming companies on Facebook with nearly 20 million monthly active users, solidifying its place as a leading social gaming company.

About RockYou

RockYou is a leading social gaming company delivering nearly 20M monthly active users. The company developed the social game classic *Zoo World*, with 50MM installs to date, and the award-nominated

Gourmet Ranch, one of the fastest growing Facebook games. RockYou is committed to the development of high quality titles for the social space.

RockYou empowers brands and game developers to reach and monetize audiences through innovative social advertising solutions, including Deal of the Day, video products and in-game brand integrations. Founded in 2005 and headquartered in Redwood City, California, RockYou is funded by Sequoia Capital, Partech International, Lightspeed Venture Partners, DCM and Softbank.

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