



RockYou's Gourmet Ranch Wrangles Mochi Award Nominations for Best Social Game and People's Choice Award Categories

REDWOOD CITY, CALIF. – February 10, 2011 – RockYou, a leading social entertainment company, has been nominated as a finalist in two categories for the 2011 Mochi Awards, which recognize the best Flash games of the year. RockYou's Facebook game, Gourmet Ranch, was nominated for Best Social Game and the People's Choice Award. Gourmet Ranch was the first title developed by Playdemic, RockYou's studio in Manchester, and is part of RockYou's diverse and expanding portfolio of social games. The winners of the awards will be announced at the Flash Gaming Summit on February 27th in San Francisco. To vote for Gourmet Ranch for the People's Choice Award, visit www.flashgamingsummit.com/awards.

Gourmet Ranch dishes out some of the most engaging aspects of social games, with a combined farming and baking game where players grow organic crops and raise animals in their virtual backyard. Players can then prepare and serve meals to share with their friends, earning cash to expand and decorate their ranch in a mountain wilderness environment. Gourmet Ranch also encourages players to lend a helping hand to friends in order to boost the value of their properties. The game currently has half a million monthly active users. To play Gourmet Ranch, visit apps.facebook.com/gourmetranch.

To download Gourmet Ranch screenshots, visit www.triplepointpr.com/dl/RockYou/RockYou_Gourmet-Ranch_Screenshots.zip.

For more information about RockYou, visit www.rockyou.com.

About RockYou

RockYou is a leading social entertainment company with over 200MM monthly unique visitors and 15BB monthly global impressions. The company developed the social game classic Zoo World, with 50MM installs to date, and is committed to the development of high quality titles for the social space. RockYou's ad network 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, SK Telecom Ventures and Softbank.

About Playdemic, a RockYou Studio

Playdemic, a RockYou studio, is a social games developer based in Manchester, England, focused on creating games for the Facebook audience. Acquired by RockYou in January 2011, the studio is wholly owned and independently operated with its own culture and product vision. The management team has extensive experience in the traditional games industry, having held senior positions at major publishers including Ubisoft, THQ and Eidos. The studio's first title, Gourmet Ranch, is playable on Facebook.

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