



RockYou Expands with Key Hires on Marketing and Studio Teams

Katrina Osio Appointed SVP of Marketing and John Yoo Joins as Creative Director for Unannounced Game from RockYou's Redwood City Studio

Redwood City, Calif. – February 9, 2011 – RockYou, a leading social entertainment company with over 200 million unique monthly visitors and 15 billion monthly global impressions, today announced two additions: Katrina Osio joins RockYou's executive team as SVP of Marketing and John Yoo will serve as Creative Director on an unannounced game from the Redwood City studio. These new leaders will further RockYou's goals to develop and distribute high-quality social games and expand their in-game advertising network.

In her role as SVP of Marketing, Katrina Osio will oversee user acquisition for RockYou's social games, corporate communications, branding, and product marketing. She has a multidisciplinary marketing background and has been in the interactive space since 1996, with positions at AOL, Time Warner, and Sidebar, and she most recently was head of marketing at Fastpoint Games.

"Working at RockYou will enable me to exercise my broad range of marketing experience," said Osio. "We have a strong team and strategic vision here, and I'm proud to be a part of it."

John Yoo brings over ten years of social and online gaming experience to his new position, having played a role in the development of World of Warcraft. Yoo was most recently the design lead for CityVille. In addition to his time at Zynga and Blizzard, Yoo guided the development of star franchises including Star Trek Online, City of Heroes, City of Villains and Earth Eternal.

"RockYou is committed to creating quality titles and supporting the creative freedom of our developers," says Yoo. "I look forward to working closely with our in-house team and studio partners as we continue our mission to pioneer the next generation of social games."

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.

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