



**Press Contacts:**

Tim Allison  
Omake Interactive Services Pty Ltd  
Ph (612) 9420 2466  
Fax (612) 9420 2599  
[tallison@omakeinteractive.com](mailto:tallison@omakeinteractive.com)

Kirem Marnett  
PlayFirst, Inc.  
(415) 874-2665  
[kirem@playfirst.com](mailto:kirem@playfirst.com)

**PLAYFIRST EXPANDS CASUAL GAMES FOCUS TO ASIA**

***Casual Games Leader Signs Omake Interactive Services  
for Overseas Business Development***

**SAN FRANCISCO – September 18th, 2006** – PlayFirst, Inc., a leading publisher of casual games, today announced it has appointed Omake Interactive Services, an Asia-Pacific gaming specialist, to cultivate long-term partnership opportunities for PlayFirst and its key titles throughout Asia and the Pacific.

“Through the explosive growth in the global online games market, we see a key opportunity to expand the reach of our popular portfolio to new markets and a chance to foster communication between the East and West to stimulate casual games innovation in both regions,” said John Welch, president and CEO, PlayFirst. “Over time we hope to see our key IP titles both represented throughout Asia by forward-thinking partners and enhanced with market-relevant innovations, such as avatars, new advertising models and item trading.”

Under the terms of the agreement, Omake Interactive Services will represent PlayFirst and its winning portfolio of casual games to Asia’s game industry, including the wildly popular titles from its Diner Dash™ series: Diner Dash and Diner Dash 2: Restaurant Rescue™. The original hit has over 150 million plays worldwide and both titles consistently hold top-10 spots on major online game portals. A third game in the series is planned for later this year. The groundbreaking franchise has also expanded beyond PC and Mac download into retail, mobile and in 2007, handheld platforms such as the Sony PSP, Nintendo DS and GameBoy Advance.

“In our role as a full-service publisher, we provide independent game developers with the funding, market intelligence and technology needed to create successful games. With Omake’s guidance to establish long-term alliances with the right partners in Asia, we anticipate enduring success in this game-savvy region,” said Rich Roberts, vice president of business development, PlayFirst.

“PlayFirst is a recognized leader driving a successful catalog of casual games in the West,” said Tim Allison, CEO, Omake Interactive Services. “With this partnership, we are thrilled to represent PlayFirst in creating new business opportunities – and new types of business models – within the Asian marketplace.”



For more information, or to become an Asia-Pacific partner of PlayFirst, please visit [www.omakeinteractive.com](http://www.omakeinteractive.com). To view PlayFirst's popular portfolio of casual games, please visit [www.playfirst.com](http://www.playfirst.com).

**About Omake Interactive Services**

Omake Interactive Services was formed early in 2003 to service the growing interactive games industry within Asia and the Pacific Rim. The key outsourcing services offered by Omake include strategy formation and implementation, distribution and agency services. With over 18 years of gaming experience in the industry and region, Omake offers a unique path through to success in this region. For more information visit [www.omakeinteractive.com](http://www.omakeinteractive.com)

**About PlayFirst, Inc.**

PlayFirst is a leading publisher of highly-original games made for casual gamers wherever they play. Committed to fostering creativity, PlayFirst works with talented internal and external developers to bring innovative games to multiple platforms, including PC, Mac, mobile and handheld. PlayFirst's portfolio of games includes the top-selling hit Diner Dash, which has more than 150 million plays worldwide. Founded in 2004, PlayFirst is funded by Mayfield Fund, Trinity Ventures and Rustic Canyon Partners. For more information visit [www.playfirst.com](http://www.playfirst.com).

*Diner Dash, Diner Dash 2: Restaurant Rescue, PlayFirst and the PlayFirst logo are trademarks of PlayFirst, Inc. All other trademarks are the property of their respective owners.*

###