



Global Gaming Factory X signs breakthrough deal with Vivendi

Global Gaming Factory X has signed a contract with Vivendi Games Nordic AB – part of Vivendi S.A, one the largest media companies in the world. Global Gaming Factory X will market and deliver *World in Conflict* with digital distribution to thousands of Internet cafés and gaming centers using a unique license management system.

Vivendi Games and Global Gaming Factory X will launch *World in Conflict* at Internet cafés and gaming centers as the first game with a unique license management system allowing Internet cafés to pay for what they use. The contract is a breakthrough for Global Gaming Factory's platform "Smartlaunch Direct" for digital distribution of software and services and will result in an increase in revenues and profits of Global Gaming Factory X.

"We have conducted extensive tests of *World in Conflict* with our technology at hundreds of Internet cafés on thousands of computers," says Michael Bodeakar, CTO, Smartlaunch Systems A/S a wholly subsidiary of Global Gaming Factory. He continued, "With Smartlaunch Direct, an Internet café owner can download and install *World in Conflict* on all the cafés PCs with a mouse click and furthermore pay only for the maximum number of licenses that are used simultaneously.

If a game is installed on 100 computers but only 10 customers use the game simultaneously, then only 10 licenses will be charged for. If demand increases and 11 customers use the game at the same time, then Smartlaunch will charge for the 11th license. *World in Conflict* will be installed on Global Gaming Factory X's network of thousands of Internet cafés and gaming centers all over the world."

"We are pleased to handle a world-class title such as *World in Conflict* with our platform for digital distribution. Global Gaming Factory X is the first company in the world that sells *World in Conflict* with the unique license management system. The deal is a breakthrough and a milestone in Global Gaming Factory X's development," said Hans Pandeya, CEO, Global Gaming Factory X.

"We have pre-order bookings from Internet cafés amounting to more than SEK 3m which indicates an improvement of profits of Global Gaming Factory X by more than SEK 1m due to this title." Hans Pandeya added.

"*World in Conflict*, was the unanimous winner of Best Strategy Game at E3 2007, and tops international PC sales charts," says Martin Walfisz, CEO, Massive Entertainment. He continued, "There is a strong demand for *World in Conflict* at Internet cafés and gaming venues where millions of online gamers meet every month. We can now meet this demand and share the *World in Conflict* experience with these gamers in their own environment by using this new channel."

Global Gaming Factory X AB (publ)
Hans Pandeya
CEO

For more information about Global Gaming Factory X, please contact Hans Pandeya, CEO, Global Gaming Factory X AB, +46 733 16 42 10. www.globalgamingfactory.com

About Massive Entertainment

Massive Entertainment, founded in 1997, is a premier producer of games and interactive entertainment software for a worldwide market. Its world acclaimed PC game 'Ground Control', launched in 2000, established Massive Entertainment as one of the most innovative developers in the real time strategy genre. Further, the company has developed several integrated games for mobile phone, SMS and WAP platforms, and a number of additional titles for the PC.

In 2002 Vivendi Universal Games (VUG) acquired the company to become one of only two development studios outside North America. Together Massive and VUG are now working on the top entertainment titles of the future.

About Global Gaming Factory X AB

Global Gaming Factory X AB has the biggest network of Internet cafés and gaming centers in the world and provides software publishers and advertisers with an unprecedented access to the gamer community. Global Gaming Factory X AB's wholly owned subsidiaries Smartlaunch www.smartlaunch.com and Cybercafe Pro www.cybercafeopro.com are the leading publishers of cafe management software that is used by thousands of Internet cafés globally. Global Gaming Factory X AB has a platform for advertising and for digital distribution of games that uses this infrastructure to target the rapidly growing gamer community.

About Sierra Entertainment

Sierra Entertainment (www.sierra.com), a global division of Vivendi Games, creates and publishes innovative, high-quality interactive entertainment for videogame systems, handheld gaming devices and personal computers. Sierra Entertainment features a portfolio of titles based on original IP and popular licenses from industry-leading content partners, including *F.E.A.R.*[™], *Crash Bandicoot*[®], *Spyro The Dragon*[®], *Scarface*[™] and *Ice Age*[™]. Sierra Entertainment has four integrated internal studios providing creative talents and development capabilities across multiple gaming genres: High Moon Studios in San Diego, CA; Massive Entertainment in Malmo, Sweden; Radical Entertainment in Vancouver, B.C.; and Swordfish Studios in Birmingham and Manchester, England.

About Vivendi Games

Vivendi Games (www.vivendigames.com) is a global developer, publisher and distributor of multi-platform interactive entertainment. The company is the leader in the subscription-based massively multiplayer online role-playing games (MMORPG) category, holds leading positions in the PC, console, handheld and mobile games markets, and is an emerging player in casual online games. Vivendi Games' two principal studios and publishing labels include Blizzard Entertainment, headquartered in Irvine, CA, the creator of World of Warcraft[®], Diablo[®], StarCraft[®], and Warcraft[®]; and Sierra Entertainment, headquartered in Los Angeles, which includes Radical Entertainment, Swordfish Studios, High Moon Studios, and

Massive Entertainment. Sierra's IPs include Crash Bandicoot®, Spyro The Dragon®, Empire Earth®, SWAT®, Darkwatch™, TimeShift™, Ground Control® and Leisure Suit Larry®. Vivendi Games is also home to Vivendi Games Mobile, publishing games for the mobile market, and Sierra Online, dedicated to publishing casual games for online play and distribution on all platforms. Vivendi Games maintains strategic relationships with industry leading content partners, including Universal Music Group, NBC Universal, Twentieth Century Fox, and Ludlum Entertainment. The company has 16 offices around the world conducting business in 75 countries.