



# GameGlance Co., Ltd. launches Asia in-game advertising operations headquartered in Bangkok, Thailand.

GameGlance Co., Ltd., August 10, 2005

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*Innovative in-game advertising solution provider will launch its Asia operations beginning in September 2005.*

PR9.NET August 10, 2005 - BANGKOK, Thailand – In an unparalleled move, GameGlance Co. Ltd., ([www.gameglance.com](http://www.gameglance.com)) announced today that it will be fully operational in September of 2005. This projection translates into going from a concept stage to full operability within 2 months. The company will arguably be the first in-game advertising solution provider to facilitate and supply in-game advertising for advertisers wanting to enter the elusive Asia gaming segment.

GameGlance's Asia operations will be based in Bangkok, Thailand and will be led by 35 year old Managing Director and Founder Christopher Koster. Before launching GameGlance, Koster directed an independent firm charged with the responsibility of solving many game usability issues released in the Asia area. In addition to being a gamer, he has over a decade of brand management, advertising and agency experience to contribute to GameGlance.

The company's decision for the location of its headquarters was a strategic one according to Koster: "Bangkok is the international hub of Asia" he explains. "GG (GameGlance) can basically be anywhere in Asia within a few hours."

That's an important aspect for GameGlance's slant on providing unparalleled client support. The company works with publishers, producers, and advertisers at the development level of a game and being able to be onsite to work side-by-side with their clients is critical. In addition, through its Bangkok headquarters, the company has the added benefit of being able to offer in-game advertisement localization in more than a dozen different Asian languages.

According to many gaming industry analysts and experts, Asia is set to quickly become the world's largest gaming segment. If their current forecasts are correct, there could be a billion people gaming by 2015. "When China gets thoroughly 'plugged-in' and there are an equal number of gaming consoles to people ratio as there currently is in the United States – the world of gaming will be entirely different as we know it" says Kyn Steetler, of the GameGlance's Predictive Intelligence division. "It is absolutely necessary to have local knowledge to penetrate the Asia market. There is no 'winging it' in Asia. Either you have it or you don't. And it's something we definitely have" he states.

While other advertising networks highlight their size and scope, GameGlance is quick to emphasize its flexibility, adaptability, and first-hand knowledge of the Asia gaming industry. Koster himself has been in the Asia arena for over 4 years and is highly regarded for being true to the industry. GameGlance is unique in this sense because its staff is comprised of actual life-long gamers who live and breathe games but who are equally astute in business practices.

GameGlance's service market consists of the United States, China, South Korea, Hong Kong, Taiwan, Singapore, Thailand, Indonesia, Malaysia, and Japan. The Australian market is set to be added to their service sometime next year. There are no specific plans on entering the European market as the company does not want to overextend its service capabilities. "It is important for us to be able to work closely with our clients and to be able to respond quickly to their needs. Being everywhere at once is not part of our model at this time." Koster concludes.

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## About GameGlance Co., Ltd.

GameGlance is an in-game advertising network committed to designing and deploying creative experiences that inspires consumers through compelling and engaging advertising. GameGlance's strategic planning, design, advertising, production, and gaming experiences have quantified successes across an array of gaming formats and categories. The company articulates corporate brand strategy, designs creative solutions for advertising, below-the-line and in-game media, ensuring gaming audiences are vitally connected to every aspect of its client's brand.

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