

Intel Capital Invests in OpenFeint

Aurora Feint to expand investment in iOS and Android, smartphones and tablets as gaming emerges as the killer app for mobile devices

Burlingame, Calif. – October 21, 2010 – Aurora Feint, creator of the leading cross platform mobile social gaming network OpenFeint, announced today that it has closed its recent round of funding with a strategic investment from Intel Capital, the global investment organization of Intel. The investment will be used to help expand the company's commitment to multi-platform mobile gaming for smartphones and tablets.

"We've added 3,400 games and over 45 million mobile gamers to OpenFeint in just over a year - so it's clear to us that people love to play OpenFeint-enabled games on their mobile devices," said Jason Citron, CEO of Aurora Feint. "Mobile games are an integral part of any viable mobile platform, and this investment from Intel Capital will help us expand our cross platform efforts to help bring great gaming content, discovery and community to every mobile device. We're thrilled to have Intel Inside."

"Over the past few years, interest in mobile gaming has exploded, creating a huge market opportunity to deliver these games to the one billion plus mobile device users worldwide," said Mike Buckley, managing director of Intel Capital. "OpenFeint's momentum and established user base have positioned OpenFeint as the mobile social gaming platform preferred by developers and publishers. With this investment, Intel Capital is investing in a robust ecosystem of gaming content that we hope to help Aurora Feint scale globally."

Aurora Feint expanded OpenFeint cross platform to Android last month, launching hit titles like Fruit Ninja, MiniSquadron and Flick Kick Field Goal to the top of the paid charts. In partnership with leading wireless carriers, OpenFeint helped drive the discovery of these great games on Android.

"OpenFeint is a cross platform social gaming network that helps players find, buy and play great games they love regardless of the mobile OS that's on their phones," said Peter Relan, Chairman of Aurora Feint. "With the backing of Intel Capital, we will build a truly global network of gamers that will accelerate the social discovery of games and help game developers unlock the true revenue potential of their games."

OpenFeint's cross platform social gaming network recently surpassed 40 million gamers and experienced a sharp increase in momentum following its expansion to Android. OpenFeint's leading set of online gaming services and cross promotional tools are available to game developers by implementing the company's free, open source SDK, available for download at openfeint.com/developers.

About Aurora Feint, Inc:

Aurora Feint makes OpenFeint, the largest mobile social gaming ecosystem for iOS and Android with over 45 million registered users and a presence in over 3,400 games. Aurora Feint is backed by DeNA Inc, Intel Capital, and The9. For more information

about OpenFeint and its leading mobile social gaming technology, visit <http://www.openfeint.com>.

About Intel Capital

Intel Capital, Intel's global investment organization, makes equity investments in innovative technology start-ups and companies worldwide. Intel Capital invests in a broad range of companies offering hardware, software, and services targeting enterprise, home, mobility, health, consumer Internet, semiconductor manufacturing and cleantech. Since 1991, Intel Capital has invested more than US\$9.5 billion in over 1,050 companies in 47 countries. In that timeframe, 175 portfolio companies have gone public on various exchanges around the world and 241 were acquired or participated in a merger. In 2009, Intel Capital invested US\$327 million in 107 investments with approximately 50 percent of funds invested outside the U.S. and Canada. For more information on Intel Capital and its differentiated advantages, visit <http://www.intelcapital.com>.

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