

SNSplus receives an investment of US\$12 million from Matrix Partners China, WI Harper Group and Intel Capital

December 1, 2011, Taiwan. SNSplus Co., Ltd., a leading publisher of social games, announced that it has closed a US\$12 million investment led by Matrix Partners China and WI Harper Group, with participation from Intel Capital. The company plans to use the capital to expedite its global expansion and increase its product portfolio.

Partner at Matrix Partners China, Harry Man, indicates, “The game industry is developing towards the trend that only larger players have a chance to compete. SNSplus’ highly internationalized team and management allows small and medium-sized game developers new opportunities by providing them with the best global operations platform. SNSplus has found a profitable model for its multinational operation that will allow them to lead their collaborating developers to success.” President Peter Liu of WI Harper adds, “Currently, the market segments that SNSplus operates in cover over a dozen countries and have accumulated over 10 million users. SNSplus is one of the world’s leading brands of social games.”

Keith Larson, vice president and managing director, manufacturing sector and Taiwan and Korea regions, at Intel Capital, said, “The strong demand for computing of all kinds that we see across Asia creates new opportunities for companies that provide engaging applications and contents. With offices located in key Asian cities and a platform that brings compelling social and mobile games to Asian users, SNSplus is well positioned for future growth.”

SNSplus aims to provide high quality and localized experiences for all of its players. To date, SNSplus has published over 70 games on social networks and platforms around the world.

About Matrix Partners China

Founded in 1977, Matrix Partners focuses on investing in innovative enterprises in their early or intermediate stage of development, and has helped many enterprises, such as Apple (NASDAQ: AAPL), Federal Express (NYSE: FDX), SanDisk Corporation (NASDAQ: SNDK), and Sycamore Networks (NASDAQ: SCMR), to reach success. Matrix Partners China, founded in 2008 with a capital of about \$300 million US dollars, organically combines Matrix Partners' 30 years' experience in investment, the Matrix Partners China team's in-depth understanding of China's local investment environment and the successful business-starting experience of the team members, and will be committed to investing in outstanding enterprises in their early or medium stage of development in the fields such as internet, wireless value-added services, new media, medical services, semiconductor, new energy, and traditional consumer service. For more details please visit <http://www.matrixpartners.com.cn/>.

About WI Harper Group

Founded in 1993, WI Harper Group is one of the founding venture capital franchises in Greater China. The firm invests in early and expansion stage companies. WI Harper is an active partner with a track record of over 150 investments in the technology, clean technology and healthcare sectors. The firm manages over \$750 million in committed capital from their offices in Beijing, Taipei and San Francisco. For more details please visit <http://www.wiharper.com/>.

About Intel Capital

Intel Capital, Intel's global investment and M&A 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, mobility, health, consumer Internet, digital media, semiconductor manufacturing and cleantech. Since 1991, Intel Capital has invested more than US\$10.4 billion in over 1,185 companies in 51 countries. In that timeframe, 194 portfolio companies have gone public on various exchanges around the world and 286 were acquired or participated in a merger. In 2010, Intel Capital invested US\$327 million in 119 investments with approximately 44 percent of funds invested outside the U.S. and Canada. For more information on Intel Capital and its differentiated advantages, visit www.intelcapital.com.

About SNSplus

SNSplus is a leading publisher of social, web and mobile games with millions of active users and over 70+ games launched to date. SNSplus has offices in China, Thailand, and Taiwan. For more details, please visit <http://www.snsplus.com/>.

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