

Imade Games Partners with Hungama Game Studio
Ties up exclusively in India for user generated content in casual games

Kiev/ Mumbai, October 19th, 2010: India's premier games developer and publisher, Hungama Game Studio, part of South Asia's leading digital entertainment company Hungama Digital Media, has partnered with Imade Games. Developed by leading game developers Castletown Corporation, this partnership will provide the Imade games on the soon to be launched Hungama gaming platform

Hungama Game Studio has developed over 400 games in the last four years and teaming with Imade is an innovative offering to the players, where each player has the option of personalizing all aspects of their game and further sharing it with friends. The games can also be shared with friends and family via social networking sites. The games will be available November onwards on the marquee websites of the Hungama networks.

The Imade games can be integrated seamlessly to various game portals through Iframe. This plugs into the game portals API or Web service for identifying user of the game portals. Castletown Corporation recently announced its partnership with world leading games portal **Skillpod Media (PTY) Ltd** of South Africa, whereby 300 of its leading games will be converted to Imade format in the next 12 months. **Mark Van Diggelin**, leading shareholder and CEO of SkillPod said *'This is a great opportunity to expand our global reach and monetize existing assets at minimal cost. We see the exploitation of UGC as a key to unlock additional traffic through greater involvement of game fans everywhere. We know our games are already very popular and we continue to develop new winners, but now we can see them adopted by users across the world to create their own personal versions or branded games to support commercial campaigns, thus opening up our products to whole new groups of internet clients.'*

Commenting of this partnership, **Mr. Siddhartha Roy, Chief Operating Officer, Consumer Business & Allied Services of Hungama Digital Media Entertainment Pvt. Ltd.** says, *"Casual game consumption is on the rise globally, we at Hungama believe that User Generated Content is the future, with consumers becoming more and more net and tech savvy, the Imade tie up is a step in the right direction as it will help all our consumers create and share content amongst each other, this will also add to the large portfolio of games on our site. As a fresh offering we hope our users will enjoy this and look forward to many other innovations from team Hungama."*

Online gaming is picking up in India; the current Indian gaming market is already worth Rs. 3.4 billion with 2.8 million gamers in India. The worldwide gaming market was expected to reach USD 42 billion by 2010, growing at a CAGR of nearly 18 percent over 2006-2010. Constant innovation and exciting offerings from companies like Gaming Hungama assures further impetus to this rapidly growing online sector.

About Imade

Imade is the product of a 5 year partnership between **Castletown Corporation Limited** of UK and software developer **Nextwave Multimedia Pvt Ltd.** based in Chennai, India and was developed for the owner's own games website at www.ikoncity.com It is an ideal medium for game developers to convert their games quickly and easily for a new lease of life, and for added income generation. **Declan O'Farrell CBE**, chairman of Castletown Corporation, said *'Imade is a real break-through and makes it possible for game developers and portals to combine their assets for the additional benefit of their users. Our partnership with Hungama and leading developers such as Skillpod Media creates a really powerful user experience.'*

Castletown's Executive Director, **Chris O'Farrell** said *'Imade is unique. Users can choose from a wide variety of games and customize those games by changing the rules, uploading their own images and music, backgrounds and links. Send them to friends or challenge them to your own created competitions. IMADE is great for all types of sports clubs, bands, film producers, social network sites – in fact any site that wants to increase interest in its products through the use of the best entertaining games which will be played time and time again.'*

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About Hungama Game Studio

Hungama Game Studio, a part of Hungama Digital Media Entertainment Pvt Ltd, is India's first gaming studio which aggregates, develops and publishes gaming content across multiple digital screens- Mobile, PC and Television. The studio owns IP to 400 flash games till date for over 100 brands and has pioneered 55 Bollywood games for numerous production houses. Partnership agreements with leading publishers, distributors, DTH providers such as Tata Sky, Imade, Wild Tangent, BSNL allow the studio to form strong relationships with local and international brands. In addition to the partnerships, Hungama Game Studio owns and operates the internationally acclaimed Ghost Town Mysteries making it India's most successful downloadable game. India is one of the fastest growing gaming markets and Hungama Game Studios is a market leader with regards to consumer and brand facing solutions.

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