

Alawar Entertainment and Melesta announce the creation of Alawar Melesta

Press release.

February 10, 2009 – Moscow. *Alawar Entertainment, the leading publisher and distributor of casual games in Eastern Europe, and Melesta, a game development company based in Minsk, Belarus, announce the creation of Alawar Melesta, a new studio that will become a structural division of Alawar Entertainment. Alawar Melesta will continue working on the popular “Frenzy Farm” series and other projects. It will become the fifth development studio within Alawar Entertainment.*

Melesta was founded in March 2007 and its first game - “Farm Frenzy” – topped the worldwide casual game charts and was awarded the “Best Casual Game” title at the Game Developers Conference 2008. The sequel allowed the “Frenzy Farm” series become the most successful casual project in the Russian Internet and collect over \$1 000 000 in sales. The “Crazy Farm” series was translated into 14 languages and the authors are currently working on a Nintendo DS version of the game. The company has released 3 game parts under the “Farm Frenzy” brand and another farm-based title – “Virtual Farm”. All Melesta titles were created in association with Alawar Entertainment, which encompassed production, marketing and publishing support.

“The creation of the Alawar Melesta studio is an important milestone for both companies, which will enable us to efficiently put our creative ideas into action and release more successful products on the basis of the commercial experience that Alawar Entertainment has accumulated over the years of its work. We have been working with Alawar since our studio was founded and this partnership has always been fruitful, professional and mutually beneficial. A new structure within Alawar Entertainment will make it possible to remove the remaining barriers between the developer and the publisher, which everyone will benefit from: us, Alawar Entertainment and, eventually, all casual gamers,”- said Alexey Meleshkevich, Alawar Melesta’s CEO.

“The appearance of a new studio under Alawar Entertainment’s umbrella – and especially such a strong one as Melesta – is completely in line with our plans to improve the standing of the company as a supplier of high-quality casual content for the international market. The success of our joint projects leaves no doubts as to the ability of Alawar Melesta to fully utilize its potential under in under new conditions and release plenty of exciting games that will receive high acclaim among gamers of all continents, just as it happened to Farm Frenzy,” – added Alexander Lyskovsky, President of Alawar Entertainment.

At the moment, Alawar Entertainment has five casual game development studios: Alawar DreamDale, Alawar Five-BN, Alawar Friday’s Games, Alawar Stargaze and Alawar Melesta. The company plans to release 50 games in 2009 and around 50% of these titles will be released by internal studios.

About the company: Alawar Entertainment, Inc.

<http://www.alawar.ru>

Alawar Entertainment, a leading international publisher and distributor of casual games, was created in 1999. Today, the company’s game portfolio consists of over 300 popular titles, which is the largest collection in the Russian segment of the Internet. Alawar has over 30 development partners that can benefit from production, publishing and marketing support provided by the company. Alawar Entertainment owns a network of online marketplaces and actively cooperates with the largest distributors of online and offline content. In 2004, the company was among the first vendors to start selling games on the Russian market and currently holds the leading position in this area. Casual games from Alawar Entertainment’s portfolio are represented on

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over 200 most popular Russian online resources, including Rambler-Games, Games@Mail.ru and RBC (RosBusinessConsulting) websites. In 2008, Alawar became the winner of the national "Runet Award" contest for its contribution to the development of the Russian-language segment of the world wide web.

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