



HELLO KITTY ONLINE COMMERCIAL PREVIEW FOR MALAYSIA & SINGAPORE

Oriented Games Held Hello Kitty Online Levelling-Up Workshops for Gamers and Fans

Kuala Lumpur, 6 August 2009 – **Oriented Games**, an online game publishing unit of ACE Market listed Oriented Media Group Berhad, today announced the start of the Commercial Preview period for Hello Kitty Online, the massively multiplayer online role playing game (MMORPG) of the popular Sanrio franchise available in Singapore and Malaysia from game portal gloom.net.

Recently launched to online gamers and Hello Kitty fans simultaneously in Malaysia and Singapore, **Hello Kitty Online** involves players in a charming tale featuring famous Sanrio characters like Hello Kitty, Badtz-Maru, Keroppi and many others!

The online game combines the massive popularity of online role-playing games with social networking, all set in the virtual world of Hello Kitty and friends. This free to play game was launched to gamers in Malaysia and Singapore in July 2009 on the game portal gloom.net by Oriented Games, the official exclusive publisher for Hello Kitty Online in Singapore and Malaysia.

Earlier this year, the Founder's Beta of the online game in Singapore and Malaysia received overwhelming response from the gaming community and fans alike.

The Singapore and Malaysia commercial preview of Hello Kitty Online will introduce new exciting features including the Item Mall where players can now purchase in-game items.

In conjunction with the Commercial Preview, Oriented Games held a special 3-day introduction event from the 5th to the 7th August titled *Hello Kitty Online Levelling Up Workshop* at popular internet café chain **Blitzzone** in 3 locations throughout Kuala Lumpur. Players participating in the workshop will get tips from experts on how to



play Hello Kitty Online and will have a chance to win free merchandise by taking on a game challenge during the event.

Oriented Games also held Hello Kitty Online promotional campaigns in Malacca and East Malaysia with the following partners during these events:

- Bao Thye Sdn Bhd – Melaka Pikom PC Fair, 7-9th August
- E-Sports Asia Sdn Bhd – Kota Kinabalu Pikom PC Fair, 7-9th August
- E-Sports Asia Sdn Bhd – Sibul (Sarawak) ICT EXPO Fair, 7-9th August

End

About Hello Kitty Online

Hello Kitty Online, developed by Sanrio Digital (www.sanriodigital.com), is the official massively multiplayer online role-playing game (MMORPG) of Hello Kitty and friends, and the first MMORPG to integrate social networking web services into the game experience. In addition to standard features such as customizable avatars, guilds, skill systems, and player economy, Hello Kitty Online offers a social networking platform including blogs, video sharing, email, and other social communication features providing a brand new experience and an engaging social aspect centered on the magical and cute online world of Hello Kitty.

About Gloom.net

Headquartered in Singapore, Gloom.net is a fast growing online games portal that focuses on publishing premium branded PC online games in Southeast Asia, especially the Massive Multiplayer Online Role Playing Games (MMORPG) genre. Gloom.net is the official exclusive publisher of Hello Kitty Online for Singapore and Malaysia. Hello Kitty Online is a much coveted MMORPG title that has received overwhelming response worldwide.



Gloom.net is operated by Oriented Games, a subsidiary of publicly traded Oriented Media Group (MESDAQ: Omedia, 0018). Oriented Media Group is a leading digital entertainment firm in Southeast Asia with extensive resources and operational experience in interactive media, social networking platform and Internet ad-serving technologies. Armed these various value propositions, Oriented Games is poised to become a new force to be reckon in the online PC gaming industry of Asia.

For more information, please visit consumer PC online games portal www.gloom.net or corporate website www.amedia.asia

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