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HollywoodPlayer Adds Charitable Giving to its Movie-Based Social Gaming Service

Partnerships with Global Charities Enable HollywoodPlayer Members to 'Give Back' By Donating Game Credits

SEATTLE, WA (February 22, 2010) -- Exponential Entertainment (www.hollywoodplayer.com), creators of the HollywoodPlayer™ service, today unveiled HollywoodPlayer Charities, a new feature that enables HollywoodPlayer community members to “turn their score into more” to benefit featured charities. Beginning today, the Company is challenging the HollywoodPlayer community to donate their earned Hollywood Credits to its participating charities, resulting in cash donations to those partners each month.

The first organizations to partner with HollywoodPlayer include The Elizabeth Glaser Pediatric AIDS Foundation, Starlight Children’s Foundation and Water 1st International. The HollywoodPlayer service is available online at www.hollywoodplayer.com, and on FaceBook (http://apps.facebook.com/hollywood_player/).

“When my co-founder and I formed the company we both felt strongly that our new venture together would include a way to give back to those in need. The timing of this initiative couldn’t be better,” said Dave Long, co-founder and CEO of Exponential Entertainment. “At a time when charitable giving worldwide is suffering significant declines, HollywoodPlayer Charities is providing an entirely new way for people to give back. The more people play and the higher their scores, the more they’re able to truly ‘play it forward!’”

“Now casual game lovers can feel good about the time they spend playing any of the free movie-based games throughout the service,” added Bill Kuper, co-founder and CTO of Exponential Entertainment. “Every game earns Hollywood Credits, which can be redeemed for ‘Karma,’ resulting in donations to the participating charities. In effect, we’re introducing the notion of guilt-free-gaming that has a very real impact on peoples’ lives.”

Today's announcement is the first step in the Company's efforts to expand the charitable giving features of HollywoodPlayer, and the Company will announce new charitable giving partners in the near future.

Charitable Organizations Partnering with HollywoodPlayer

Among the first to partner with HollywoodPlayer include:

- Starlight Children's Foundation: For more than 25 years, Starlight Children's Foundation has been dedicated to helping seriously ill children and their families cope with their pain, fear and isolation through entertainment, education and family activities. Through a network of chapters and offices, Starlight provides ongoing support to children, parents and siblings in all U.S. states and Canadian provinces with an array of outpatient, hospital-based and Web offerings. Programs are also delivered internationally through affiliates in Australia, Japan and the United Kingdom. To learn more about Starlight Children's Foundation, visit <http://www.starlight.org>.
- The Elizabeth Glaser Pediatric AIDS Foundation seeks to prevent pediatric HIV infection and to eradicate pediatric AIDS through research, advocacy, and prevention and treatment programs. In the 20 years since the Foundation began, it has become a worldwide leader in the fight against pediatric AIDS by using three main strategies: funding critical research and training; launching and supporting global health initiatives to prevent mother-to-child transmission (PMTCT) of HIV and provide care and treatment; and advocating for children's health. The Foundation currently works in 17 countries and more than 4,500 sites worldwide. For more information, visit <http://www.pedaids.org/>.
- Water 1st's mission is to serve families in the poorest communities in the world as they implement community-managed projects that integrate water supply, sanitation, and health education. Water 1st envisions a world free of extreme poverty. Providing people with safe water systems, latrines, and hygiene education is the 1st step to ending the cycle of poverty and death. For more information, visit <http://www.water1st.org/index.html>.

About Exponential Entertainment

Exponential Entertainment is the creator of HollywoodPlayer™, the innovative and engaging multi-platform games service for fans of Hollywood content. Based in the gaming hotbed of Seattle, WA, Exponential Entertainment leverages deep domain experience in game creation, entertainment production, and new media technologies to deliver a social game service that entertains and engages players wherever they go online. Through the company's premiere online service, HollywoodPlayer (www.hollywoodplayer.com), Facebook (http://apps.facebook.com/hollywood_player/), and mobile apps, fans and players will find a suite of social games, widgets and

applications built from the sights and sounds of memorable movie moments, bringing them a whole new way to interact online and experience the movies they love. Follow HollywoodPlayer on [Twitter](#) (@HollywoodPlayer), and on FaceBook (http://apps.facebook.com/hollywood_player/).