

fatfoogoo POWERS IN-GAME COMMERCE FOR “CAMPFU™”, REBEL MONKEY’S™ PREMIER ONLINE VIRTUAL WORLD

*Virtual Goods Store and “FuCash™” System Provided By fatfoogoo
For MMO Community*

SAN FRANCISCO – March 5, 2009 – **fatfoogoo**, the leading provider of in-game commerce ecosystems, today announced it will power the economic platform for Rebel Monkey’s premier virtual world, CampFu. CampFu is a browser-based Massive Multiplayer Online (MMO) community focused on real-time cooperative gameplay for casual gamers. In the free-to-play environment, players may purchase virtual items such as avatar clothing or in-game boosters through the white-labeled **fatfoogoo** game commerce system to enhance their overall online experience.

fatfoogoo is claiming its stake in the multi-billion dollar gaming industry with leading game commerce software that handles microtransactions, subscriptions, virtual currencies, e-wallets, goods trading and more. In turn, it offers software publishers and developers an easy way to tap into unchartered revenue streams and focus on core game development and distribution. In addition to partnering with companies like Rebel Monkey, **fatfoogoo** is the only monetization software provider integrated with Project Darkstar, an open source development environment created by Sun Microsystems Laboratories, which caters to the online games, virtual worlds and social networking industries.

fatfoogoo and Rebel Monkey began their partnership through Project Darkstar. Rebel Monkey quickly determined that **fatfoogoo**’s monetization software system fit perfectly with their commerce needs. **fatfoogoo** compliments the core competencies of the virtual world, supporting both cash (i.e., “FuCash”) and point-based (i.e., “Tickets”) transaction systems.

“We are pleased to work with Rebel Monkey on their microtransaction needs and support a wide variety of payment options for CampFu’s players,” said Martin Herdina, co-founder and CEO, **fatfoogoo**. “**fatfoogoo**’s unique technology provides companies like Rebel Monkey the proven in-game commerce technology they require without complications.”

Rebel Monkey sees online cooperative games as occupying the nexus of casual games and social networking. With CampFu, players can team with up to four players at once in real-time, while the virtual world environment can support thousands more. Some of the initial co-op games to be played on CampFu include FunGeez, WordMob and Veg-Out.

“We were immediately impressed with **fatfoogoo** offering and the robustness of their service. Its complementary game commerce platform accelerated our ability to bring CampFu to market,” said Margaret Wallace, CEO, Rebel Monkey. “The comprehensive technology is just what CampFu requires; the support of both hard cash and point-based commerce is fundamental to our platform.”

About fatfoogoo

fatfoogoo is the leading in-game commerce solution for monetizing online video games, casual games, virtual worlds and social networks. **fatfoogoo** provides partners, developers and publishers with world-class monetization solutions. Its comprehensive platform manages all aspects of financial interaction, in-game economies, real world and branded currency, as well as traditional user and subscription management. Publishers can choose white label solutions or individually configured modules. Founded in 2006 by telecommunication veterans, Daniel Petri and Martin Herdina, **fatfoogoo** is headquartered in Austria and also has offices in the US and the UK. For more information, please visit www.fatfoogoo.com.

About Rebel Monkey, Inc.

Rebel Monkey, Inc. is a NYC-based entertainment company. Founded in 2007, the company focuses on bringing new kinds of immersive experiences to casual gamers. Rebel Monkey's premiere Casual MMO, CampFu, is all about providing real-time multiplayer co-op games to players worldwide. Built on top of Rebel Monkey's own multiplayer gaming platform, CampFu offers collaborative gaming, highly customizable avatars, and an array of virtual goods in a fun online environment. For more information, please visit www.campfu.com.

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