



November 3rd, 2009
FOR IMMEDIATE RELEASE

Gameloft Expands Into New Markets; Broadening Its Already Wide Distribution Channels

COLOGNE – Gameloft®, a leading publisher and developer of downloadable video games, has increased the number of operator contracts in two key emerging markets- Southeast Asia and the Middle East. The company has signed new direct agreements with 10 operators in Southeast Asia and 9 in the Middle East. With a stronghold already established in North America, Europe, Asia and Latin America, the company aims to extend its publishing arm to bring more top selling mobile games to new audiences.

“We have become quite aggressive in the emerging markets,” said Gonzague de Vallois, senior vice president of publishing, Gameloft. “We are not only expanding and growing, but also developing very strong relationships with the operators. We remain steadfast in our goal to maintain Gameloft’s position as the market leader with the biggest distribution network.”

Southeast Asia plays a central role in this growth with an untapped demographic of over 898 million subscribers across India, Sri Lanka, Thailand, Vietnam, Cambodia, Lao, Indonesia, Brunei, Malaysia, Singapore, Philippines, Hong Kong and Taiwan. Established agreements with leading telecom companies such as Telkomsel, Idea Cellular and Dialog Sri Lanka enable Gameloft to reinforce its leadership and secure first mover advantage in this region.

Gameloft has the widest distribution network in the Middle East, reaching over 30 million subscribers in Jordan, Saudi Arabia, Kuwait, Qatar, Bahrain and the United Arab Emirates. Agreements with mobile operators such as Etisalat, Zain, Batelco, Qtel, and DU allow the company to firmly establish its front runner position in those territories.

About Gameloft

Gameloft is a leading international publisher and developer of downloadable video games. For 10 years, Gameloft has been established as one of the top innovators in its field. The company creates games for mobile phones, smartphones, iPhone and iPod touch. The total number of game-enabled devices is anticipated to exceed four billion units by 2012. Gameloft games are also available to players on WiiWare, DSiWare, Microsoft Xbox LIVE Arcade and PlayStation®Network.

Partnership agreements with leading licenses such as UNO™, Ferrari, Shrek, CSI, Spider-Man and Brothers in Arms allow Gameloft to form strong relationships with international brands. In

addition to the partnerships, Gameloft owns and operates titles such as Real Football, Asphalt and Brain Challenge.

Gameloft is present on all the continents with its own production studios, employing over 3,500 developers, and distributes its games in over 100 countries and 200 carriers'. Gameloft is listed on Euronext Paris (ISIN: FR0000079600, Bloomberg: GFT FP, Reuters: GLFT.PA)

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