



For Immediate Release

Sometrics Names Industry Veteran Steve Schepke Vice President, Business Development

Company Aggressively Grows Its Market Presence Among Publishers of Online Games and Virtual Worlds

LOS ANGELES (Oct. 30, 2009) – Sometrics (<http://www.sometrics.com>), which provides online publishers with solutions to maximize revenue from virtual currency, today announced that interactive marketing veteran Steve Schepke has joined the company as Vice President of Business Development. The company made the announcement from the Virtual Goods Summit, held in San Francisco today.

“Steve’s extensive experience in interactive sales and online marketing will be an asset as we step up our outreach to publishers of virtual worlds and casual, social and MMO online games,” said Ian Swanson, Sometrics co-founder and CEO. “He has proven his ability to bring in new customers, enhance existing customer relationships and manage teams for optimal success. We’re thrilled that he’s joining Sometrics.”

Schepke has more than 12 years of experience in the interactive space. He is the former CEO of Proceed Interactive, a Chicago-based search and interactive marketing agency whose clients included General Motors, Wells Fargo, Hilton Hotels and Firestone. At Proceed, he was responsible for growing the business from startup to nearly \$10 million.

Later he was director of sales for Commission Junction, where he oversaw North American sales for CJ’s search marketing services. During his tenure, the CJ search sales team brought in more than 50 new accounts in a 12 month period, resulting in more than 100 percent year-over-year growth.

In his most recent position Schepke served as agency general manager for Tsavo Media, an industry leader in online media publishing.

“Analysts are calling social gaming one of the fastest areas of media growth, and those game publishers are all looking for ways to monetize through virtual currency,” said Schepke. “Sometrics is strategically positioned to capitalize on these trends, by offering the only platform to help publishers of games and virtual worlds manage all the disparate offers and currencies out there, and by providing its own industry-leading offer solutions. It’s an exciting place to be, and I’m glad to be on board.”

Sometrics launched the industry’s first virtual currency platform, to help publishers manage all virtual currency monetization from multiple offer providers. Using Sometrics’ Offer Solution and Payment Manager, game developers and publishers are able to see what’s going on across all offers and networks, see which audience demographics are responding to which offers, and direct traffic accordingly to optimize conversions and increase revenue.

On average, Sometrics partners have seen a 15 percent lift through optimizing third-party virtual currency offer providers and ad networks. Sometrics’ own offer solutions have a global reach with more than 4,000 ads across the network, and have achieved an average eCPM of more than \$700.

For product demos, contact Jennifer Bartlett or Mickey Maher at demo@sometrics.com.

Find Sometrics Online

Twitter: @sometrics

Blog: <http://blog.sometrics.com/>

CrunchBase: <http://www.crunchbase.com/company/sometrics>

About Sometrics

Sometrics (www.sometrics.com) pioneered social intelligence – combining deep, relevant social analytics with precision-targeted ad serving capabilities to help developers and brands monetize the social web. The company has adapted its advanced targeting and optimization expertise to give online game developers the first-ever full-service offer and payment management solution. Sometrics provides one place to manage everything – all the ads, all the offers, and all the offer networks – coupled with powerful analytics capabilities that help publishers/developers analyze all activity, down to detailed demographics. Sometrics is the first recipient of capital from The Mail Room Fund, an investment consortium that combines big Hollywood (the William Morris

Talent Agency) with Silicon Valley (Accel and Venrock). Its first funding round also included AT&T and Greycroft Partners. Sometrics is based in Los Angeles.

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(Note to editors: Headshot of Steve Schepke available by emailing info@edgecommunicationsinc.com)