

## **GamersGate Announces Launch of FreeGames, an Ad Supported Platform for PC and Mac Games**

*Beta Opening in mid-June with Anticipated Launch in September*

**NEW YORK – June 8, 2011** - GamersGate, the premier digital distribution service for games, today announced the launch of FreeGames, a free-to-play ad supported platform for PC and Mac games. FreeGames allows users to play and enjoy both PC and Mac titles free of charge after watching a short advertisement at the launch of the game. Gamers will be able to have up to five games available for free on their account at any time with the capability to add additional games. With over 3,000 titles, GamersGate has the largest catalog of games available for download on the web. The company expects that a large portion of them will be available in the ad-supported model at launch.

“The new service offers the best of both worlds for both gamers and publishers,” said Theodore Bergquist, CEO at GamersGate. “Gamers can play games for free, catch up on franchises or try a game out before they buy. Publishers will receive ad revenue while expanding their audience. We’ve always been at the forefront of the digital delivery business and I’m confident that our new service will help reshape the industry.”

Publishers looking to preview FreeGames while at E3 may contact Gustav Nisser at [gustav@gamersgate.com](mailto:gustav@gamersgate.com) to set up an appointment.

For more information on the upcoming FreeGames service, check out [www.gamersgate.com/freegames](http://www.gamersgate.com/freegames)

The FreeGames beta will open in mid-June.

### **About GamersGate**

GamersGate is a leading digital distribution platform creating easily accessible gaming experiences for gamers worldwide – anytime, anywhere. Viewed as a strong contender in the digital download arena, GamersGate continues to redefine the download industry and future strategies including the launch of several accompanying services and comprehensive tools, in addition to an aggressively growing product portfolio from a wide range of internationally recognized publishers. <http://www.gamersgate.com>.

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