

XFIRE AND LIVESTREAM PARTNER TO DELIVER A LIVE BROADCAST SERVICE FOR GAMERS

PUBLISHERS AND GAMERS ALIKE CAN NOW BROADCAST THEIR GAMES VIA XFIRE AND LIVESTREAM



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NEW YORK (Nov. 25, 2009) -Xfire, the leading online gamer community with 14.5M users and Livestream, the internet's live video leader, today announced the launch of a social live video game broadcasting partnership, enriching Xfire's gaming platform with Livestream's live video streaming technology.

The new service enables Xfire users to broadcast their game play to an unlimited number of viewers. Gamecasters and their audiences can interact using instant messaging, while viewers can watch the live gamecasts on PC's and mobile phones.

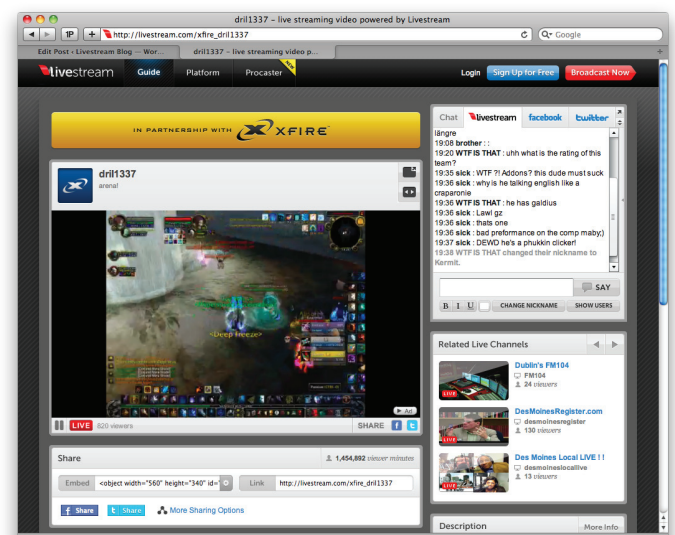
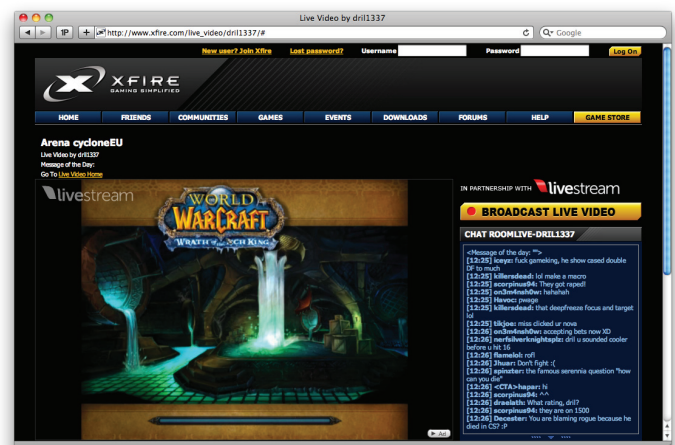
Live gamecasts are available at:

1. Xfire - www.xfire.com/live_video/
2. Livestream - www.livestream.com/guide/xfiregames, and
3. Social networks, blogs or websites where users can embed video players

The new service creates unique opportunities for Xfire's community:

- Gamers can
 - Share tricks and tips with their friends
 - Get live feedback and help from viewers
 - See live gameplay before making purchase decisions

- Pro-teams can
 - Engage their fans through live practice or match broadcasts
 - Practice with their team members for tournaments





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- Publishers and developers can
 - Build a marketing buzz for new releases and new content
 - Engage with the community for various events, and
 - Re-engage with gamers who stopped playing their games

"Live gamecasting is rapidly growing among our audience and reflects the growing trend of youth turning their attention to video games during traditional primetime TV viewing hours. We plan to use Xfire's live video streaming service to build a marketing buzz with our community for a new content for Blood Bowl. It is one of the most cost effective marketing campaigns to reach out to our users" says Cedric Lagarrigue, CEO, Focus Home Interactive.

"As leaders in competitive video gaming, we've found that Xfire's live broadcast service empowers us to broadcast live our online leagues and tournaments, while giving the opportunity to interact with fans who tune in to watch us practice and play. Furthermore, it provides a platform where our pros can offer live lessons and tips with audio and text commentary," says Chris Lemley, President of Team Pandemic.

"The partnership expands Xfire's offering to our vibrant community. It keeps our users involved, engaged and active. For Livestream, the partnership adds compelling gaming content to the linear and on-

demand video content already available to millions of viewers and reinforces the power of the Livestream Platform" says Chris Kirmse, Xfire's General Manager. "We integrated Livestream's Platform within two weeks using their Platform APIs providing our users a 1-click solution to start a live broadcast"

"Xfire is a true leader in the gaming industry, and this partnership is an exciting opportunity for us to showcase the power of live streaming in the gaming category," says Max Haot, CEO of Livestream. "Live gamecasting has been one of the top categories on Livestream.com and with this partnership, we provide the best solution available for gamers and ensure continuous leadership in this growing market segment."

ABOUT XFIRE, INC.

Xfire, Inc. (www.xfire.com) is one of the fastest growing online gaming platforms and communities in the world, helping gamers easily connect, chat, and play with their friends online. Xfire is a free service empowering gamers to communicate through IM and voice chat, capture video and screenshots, broadcast live video, surf the web, while gaming and tracking their gaming statistics. With 14.5 million members in over 100 countries, Xfire is an international community connecting gamers across the globe. Xfire is a wholly owned subsidiary of MTV Networks and is based in Menlo Park, CA.



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ABOUT LIVESTREAM

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sLivestream (www.livestream.com - formerly Mogulus) provides everything needed to easily live stream video and engage an audience. Producers can use Livestream to stream live, linear and on-demand Internet television to multiple devices through a single, highly customizable player. The service is available in both Free (ad-supported) and Premium (ad-free, white-label, higher-quality) packages. Unique features include the ability to mix multiple live cameras, overlay graphics, desktop streaming with 3D effects, and social chat. Founded in 2007, the Livestream is based in New York and includes Gannett Co. as a minority shareholder and investor.

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