

# Ultizen Games Appoints Veteran Game Industry Executive as VP of North American Business Development

Leading videogame company opens second outsourcing facility in Shanghai

SHANGHAI, China - Sep 25, 2007 Ultizen Games Ltd., a game development and outsourcing company, announced today that it had appointed Michael Devine, as Vice President of North American Business Development and head of it's North American Office in Los Angeles.

Shanghai-based Ultizen Games ([www.ultizen.com](http://www.ultizen.com)) is one of the top game outsourcing companies in China, as well as the leading casual game developer. The company provides the highest quality game development and outsourcing services to its North American, European and Asian clients. Ultizen works with all consoles, handheld and mobile platforms, including Nintendo, Microsoft and Sony gaming systems.

"Michael brings 20 years of gaming background to Ultizen and gives us the next evolutionary step in providing service and support for our North American customers," said Ultizen Games CEO Mr. Lan Haiwen. "His background and passion for the gaming industry is a perfect match for Ultizen's commitment to quality and our business philosophy."

"Ultizen is a dynamic software company at the forefront of the gaming industry in China," commented Devine. "Their drive to provide to high quality, on-time content for their clients has been a roadmap for their success. They already have a great track record with US publishers and they are prepared to do significantly more in the years ahead."

Prior to joining Ultizen, Devine was a sales and marketing executive with The 3DO Co., TDK Mediactive and Imagination Entertainment.

In other Ultizen news, the company announced today the opening of a brand new 12,000 square foot facility in Shanghai dedicated to it's out sourcing business. The new facility was designed with the privacy and security needs of the outsourcing clients in mind with dynamic expandability, security card access, closed circuit monitoring and a secure closed internet environment. The company's first 10,000 square foot facility will now be dedicated exclusively to Ultizen game design and development.

## About Ultizen Games

Ultizen Games Ltd is a Shanghai-based game development outsourcer for North American, European and Japanese companies, and the creator of the U-Pal casual game platform for the Chinese market. The company was founded in early 2005 by a group of industry experts from Ubi Soft, Shanda and The 9. The company is backed by Dragonvest Partners ([www.dragonvestpartners.com.cn](http://www.dragonvestpartners.com.cn)) - a leading early stage venture capital firm based in Shanghai.

Ultizen Games' 200-person (and growing) studio provides game development services including game design, porting, programming and testing, art and sound effects, localization, and background environment development. One of the only six certified Microsoft X-Box game developers located in China, Ultizen is in the final stages of developing its first title for X-Box Live Arcade.

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