

## PRESS RELEASE

### VAN DEN ENDE & DEITMERS INVESTS IN SPILL GROUP

#### TOP-5 CASUAL GAME TRAFFIC GENERATOR ACCELERATES ITS GROWTH PLAN

**Amsterdam, August 17<sup>th</sup>, 2007.** Venture capital firm Van den Ende & Deitmers announced today it has taken a substantial minority interest in Spill Group. The remaining shares are owned by the two Spill Group founders Peter Driessen and Bennie Eeftink.

**Spill Group is one of the global leaders in casual game traffic generation. The company has its headquarters in The Netherlands and operates 24 game portals in 17 countries worldwide. Since 2005, Spill Group has evolved into a top-5 player in the exploitation of casual game traffic for advertisers and consumers. Owning a wide variety of casual game portals in Europe, Asia (a.o. China) and America, Spill Group currently generates approximately 40 million monthly unique visitors who play in total more than 1,5 billion times a game per month.**

With Van den Ende & Deitmers as a new shareholder, Spill Group expects to further develop and acquire other game companies, portals and game community concepts to accelerate its international growth. As a first implementation of its Buy & Build strategy with Van den Ende & Deitmers as shareholder, Spill Group recently acquired the Hispanic game traffic domain Juegos.com.

Casual games are non-gambling online games that are typically fun, free and easy to play or can be downloaded to own (paid). Genres include puzzle, sport, racing, shooting, action and strategy games which can be played alone or with multiple players. Spill Group's game portals present content which appeals to a wide range of age groups, including children, adolescents, young adults and adults of which the majority is female. Spill Group works closely with online game developers, publishers, social networks and other (game) traffic generators to jointly offer and syndicate the best variety of games and user experience. In Shanghai, China, Spill Group operates game portals, as well as a game studio which continuously develops casual games for both 3<sup>rd</sup> parties and Spill Group's own portals globally. An example of an in-house developed game is Bomb-it, which has been played over one billion times during the last 6 months. Choosing the right name for each portal and optimizing game inventory and traffic has always been a critical element in the success of Spill Group's strategy. Some examples are: Spelletjes.nl, Jetztspielen.de, Jeux.fr, Gioco.it, Gry.pl, Game.com.cn, Gamesgames.com and Juegos.com.

Peter Driessen, founder and CEO of Spill Group: "The partnership with Van den Ende & Deitmers Crossmedia Fund enables us to accelerate our growth plan and will bring us closer to our ambition to become the global market leader in online casual game traffic. Thus we got the opportunity to acquire one of the most important generic game domain names in the world: Juegos.com. Subsequently, by the end of the year, we expect to reach around 60 million unique visitors globally per month".

Hubert Deitmers, managing partner of Van den Ende & Deitmers: "Spill Group is a Dutch but also very much a global success story. The two founders realize that different countries, languages and cultures require different game inventories and marketing strategies via highly

localized portals. We have a great admiration for the know-how and passion of the founders and their team worldwide. Spill Group is a unique company in its massive but segmented exploitation of casual games and portals worldwide. There is an enormous future growth potential within the fast growing gaming (advertising) market. We consider Spill Group well positioned to realize its ambitions due to both its entrepreneurial spirit as well as its professional local execution strategy”.

With Juegos.com, Spill Group is planning to expand its reach in the Spanish speaking countries and communities across the world. Spill Group already is one of the leading gaming entertainment providers in Europe and Asia, while America is to follow shortly. As Spanish is one of the three leading languages in the world including 40 million consumers in the USA, Juegos.com is an ideal brand to enter the North and South American markets.

### **About Van den Ende & Deitmers ([www.endeit.nl](http://www.endeit.nl))**

Van den Ende & Deitmers is the venture capital firm of Endemol founder Joop van den Ende and former Endemol Executive Board member Hubert Deitmers. The firm invests in West European companies with interesting international growth potential. Its Crossmedia Fund is a sector fund which focuses on content, platforms, e-commerce and ICT Services.

Over the last 18 months the Fund has invested in *Eyeworks* (television producer), *Fruitlounge Media* (interactive television formats), *Advance* (interactive internet/TV platform publisher), *Bright* (crossmedia platform), *Albumprinter* (online photo book producer), *Accepté* (online ticketing software) and *Unamic* (service provider in business process outsourcing).

Van den Ende & Deitmers actively supports the execution of Buy & Build strategies which for example have been successfully implemented at its portfolio companies Eyeworks and Unamic.

### **About Spill Group ([www.spillgroup.com](http://www.spillgroup.com))**

Spill Group is a game traffic media company with its headquarters in Hilversum, near Amsterdam. In a short period of time, the company has grown into one of the leading independent world wide casual game companies worldwide, with 24 portals in 17 countries. Spill Group works with game developers, publishers and advertisers to optimize the exploitation of its portals for consumers that like to play short simple games for free. Spill Group employs 140 people in offices in The Netherlands, Poland and China.

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