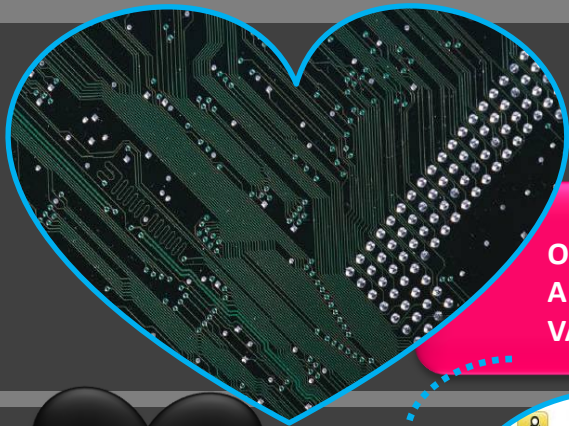


plimus Virtual Valentine's Day Survey

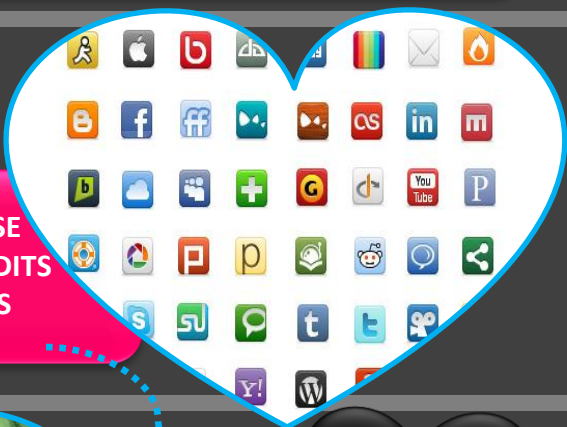


43%

OF CONSUMERS WOULD LIKE A DIGITAL GIFT THIS VALENTINE'S DAY

1 in 5

PEOPLE PLAN TO PURCHASE SOCIAL MEDIA GAME CREDITS FOR THEIR VALENTINE THIS YEAR



2/3

CONSUMERS ARE WILLING TO PURCHASE VIRTUAL GOODS FOR VALENTINE'S DAY

1/2

RESPONDENTS INDICATED THEY WOULD LIKE TO RECEIVE AN E-CARD FOR VALENTINE'S DAY

