

FOR IMMEDIATE RELEASE:

VirtualPiggy Founder And Co-Founder To Speak At Game Developers Conference 2012 in San Francisco

Industry Trailblazers Join Xsolla Executive Vice President and Co-Founder to Discuss How to Successfully Monetize the Tween and Teen Market

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Dr. Jo Webber, Chair and Founder of [Virtual Piggy](#), Inc. (OTCBB: VPIG), an innovator in safe online youth purchasing, and Pradeep Ittycheria, Co-Founder, today announced that they would join Albert Donahue, Executive Vice President and Co-Founder of [Xsolla](#) (an in-game payment solutions company specializing in online games) in a panel discussion at the 2012 Game Developers Conference. The Game Developers Conference (GDC) is the world's largest professionals-only game industry event.

The panel, titled “[Like, OMG: Reaching Tweens & Teens \(Presented by Xsolla\)](#),” will provide attendees with insight in to how to effectively reach tweens and teens in games, and how to gain parents' trust in the process. The Under 18 audience has an estimated \$50 billion in spending power and Virtual Piggy’s innovative technological solutions will help bridge the gap between children, parents and game publishers.

Virtual Piggy is a tool designed to provide a secure mechanism so children can initiate purchases online that are parent-approved. VirtualPiggy enables youth (without credit cards) to purchase virtual goods to use within their favorite games. The technology enhances the game experience by providing an instant, parent 'pre-approved' in-game transaction.

“VirtualPiggy is breaking the barrier between children, parents and gaming publishers by helping parents to teach their children how to safely buy virtual goods online. With VirtualPiggy, children no longer have to continually ask their parents for their credit card- the parent(s) can quickly and conveniently set up an account for their child and designate an amount for them to be able to spend online, which teaches children financial responsibility. It's a win-win situation for all parties, and we are proud to be a part of this process, bringing children, parents and gaming publishers together in a safe environment,” stated Albert Donahue, Executive Vice President and Co-Founder of Xsolla.

To attend this informative panel discussion, visit Room 2020, West Hall, 2nd Floor of the Moscone Center in San Francisco on Thursday, March 8 from 2:00- 2:30 p.m., or stop by Booth 415 at GDC to meet with VirtualPiggy executives to learn more. Please visit www.reachtweensandteens.eventbrite.com to RSVP for the panel discussion; Attendees must have a GDC “All-Access” or “Main Conference” pass to attend.

About Virtual Piggy, Inc.:

Virtual Piggy, Inc. is the first e-commerce solution that enables kids to manage and spend money within a parent-controlled environment. The technology company delivers online security platforms designed for the Under 18 age group in the global online market, and also enables online businesses the ability to function in a manner consistent with the Children's Online Privacy Protection Act ("COPPA") and similar international children's privacy laws. Virtual Piggy enables the Under 18 audience to play, transact and socialize in a secure online environment guided by parental permission, oversight and control. The company is based in Philadelphia, PA and on the Web at: www.virtualpiggy.com

About Xsolla:

Xsolla specializes in online games, providing localized in-game payment solutions for global reach. Xsolla has been providing payment solutions with easy integration and high payment conversion rates for over 6 years. Xsolla's headquarters are in Los Angeles, California, with offices in Russia, Ukraine, Belarus and Kazakhstan. Xsolla partners with over 300 payment service providers offering credit and prepaid cards, mobile payments, e-wallets, cash and e-cash, payment kiosks and offers- all within one platform- with no installation, currency exchange or chargeback fees. Xsolla partners with more than 300 game publishers worldwide, including many of the leading casual and social game companies such as Valve Corporation (Steam), Aeria Games, S2 Games, Gameforge, Bigpoint, Wargaming.net and more. For more information or a free proposal, please visit Xsolla online at <http://www.xsolla.com>.

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