

In-Game Payment Specialist Xsolla to Speak on March 8 at GDC 2012 in San Francisco

Xsolla, Platinum Sponsor of the 2012 Game Developer's Conference To Host Monetization Panels with Google Payments, Deloitte, Valve, Bigpoint, Wargaming.net & Other Key Players

Los Angeles, CA- February 28, 2012

Xsolla, the leader in online games monetization worldwide, and a Platinum Sponsor at this year's Game Developer's Conference (GDC), will be speaking at GDC on Thursday, March 8th with partners Google Payments, Cardinal Commerce, Mazooma, Qiwi, SafetyPay, InComm, ZipZap, Beanstream and VirtualPiggy. Xsolla will also be on a panel about "Emerging Markets" with partners Bigpoint, Valve (Steam), Wargaming.net, and game publishers Kabam and Vostu.

The in-game payment specialist wanted to provide attendees to GDC 2012 with informative, innovative panel topics, great speakers and well-known moderators. Xsolla will be hosting 5 panels on March 8th, beginning with a panel about "Alternative Payment Solutions" at 10:00 a.m. featuring Mazooma, SafetyPay, CardinalCommerce, InComm, ZipZap and Beanstream; the panel will be moderated by Dean Takahashi, lead writer for GamesBeat (VentureBeat).

"We wanted to give panel guests the opportunity to learn about alternative payment solutions from leaders in the payment industry- In one panel, developers and publishers can learn about how to utilize pre-paid cards, cash payments, online banking and direct debit as a way to earn more revenue from their games," stated Albert Donahue, Executive Vice President and Co-Founder of Xsolla.

At 11:30 a.m. on March 8, Xsolla will speak about how to maximize revenue in new regions with cash, kiosks and other solutions designed for the gaming industry with partners Deloitte and Qiwi. At 2:00 p.m., Xsolla will be joined by VirtualPiggy, an innovative company that helps youth to safely buy virtual goods online in "Like, OMG: Reaching Tweens and Teens," which will provide panel guests with insight into how to effectively reach tweens and teens in games and how to gain parents' trust in the process.

Gaming publishers Valve, Wargaming.net, Bigpoint, Kabam and Vostu will be speaking with Xsolla at 2:30 p.m. in "Taking Your Game Worldwide: Case Studies in Emerging Markets," moderated by Peter Warman, CEO of Newzoo & GamesIndustry.com. The panel will feature case studies, opportunities and challenges of taking games to emerging regions such as Russia, Latin America and MENA countries by top game publishers who have experienced success in these regions.

Last (but definitely not least), at 4:00 p.m. on March 8, Xsolla will team up with partners Google Payments and Cardinal Commerce to discuss "Innovative Technology for Game Payments," moderated by Jay Baage of DigitalMediaWire. New technological solutions by leaders Google and CardinalCommerce will be presented, including mobile payment solutions, 3D secure and other solutions that help prevent fraud and chargebacks.

In addition to sponsoring the Monetization Track at GDC on March 8, Xsolla is also co-sponsoring the party with partner Bigpoint on March 8th, which is sure to be the perfect end to an exciting day for Xsolla. To make things even more exciting for panel attendees, Bigpoint and Xsolla will be giving away “Golden Tickets” at each panel, which are good for a pass to the Bigpoint/Xsolla party that same evening; Bigpoint is known in the gaming industry for always providing great parties, and the party for GDC this year will be no different...

“We are definitely looking forward to GDC 2012, as this is our first year of being a Platinum Sponsor... Xsolla has grown **over 200%** this year; last year, we had a booth at GDC, and this year, we have 5 panels with leaders in the industry, fantastic moderators, and a great party to top off a great day,” stated Donahue.

Xsolla has had an incredible year, with many new game publishers choosing Xsolla, including Valve, Aeria Games, S2 Games and many more. Xsolla is also releasing a revolutionary new tool for safe and easy game payments: “Payment plugins,” including credit card and mobile payment plugins, which offer easy copy and paste integration and one-click processing.

What will 2012 hold for Xsolla? More explosive growth, more game publishers choosing Xsolla to monetize their games, and bigger and better game industry events. We predict a bright forecast for this growing company...

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 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, Gameforge, Bigpoint, Wargaming.net and more. For more information or a free proposal, please call 1 (818) 495-5474 or visit Xsolla online at <http://www.xsolla.com>.

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