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GDC 2012: Xsolla to Host Panel with Mazooma, CardinalCommerce, SafetyPay, Incomm, Beanstream & ZipZap in San Francisco March 8

Dean Takahashi, Lead Writer of GamesBeat (for VentureBeat) Will Moderate Panel About "Alternative Payment Solutions" Hosted By Platinum Sponsor and In-Game Payment Specialist Xsolla

Los Angeles, CA- March 5, 2012

Xsolla announced today that they would join Mazooma, CardinalCommerce, SafetyPay, InComm, Beanstream and ZipZap executives in a panel discussion at the 2012 Game Developers Conference on March 8. The Game Developers Conference (GDC) is the world's largest professionals-only game industry event, held March 5 – 9, 2012 at the Moscone Center in San Francisco.

The panel, titled "Increase Revenue with Alternative Payment Solutions," will be held at 10:00 a.m. in Room 2020 in the West Hall of the Moscone Center. Panel guests will learn how to increase revenue from their games by implementing alternative payment solutions. Options other than credit cards are typically referred to as "alternative payment solutions" in the gaming industry. Attendees will learn about prepaid cards, cash options, online banking and direct debit methods, and how these methods can help gaming publishers and developers earn more revenue from their games.

Albert Donahue, Executive Vice President & Co-Founder of Xsolla stated "Alternative payment solutions are generating an average increase of 30% in online gaming revenue. We are seeing more and more gaming companies adding alternative payment solutions permanently to their payment platform. Xsolla's goal is to bring all alternative payment solutions to the industry to help our partners and prospective partners earn additional revenue that they are currently not getting by accepting only traditional payment methods."

"In just one panel, attendees can learn about alternative payment solutions- what they are, how they work within the gaming industry, and the advantages to implementing these solutions- it will be a very informative panel, moderated by Dean Takahashi" stated Donahue.

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 10:00 a.m. - 11:30 a.m. Attendees must have a GDC "All-Access," "Main Conference" or single-session pass to attend.

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, 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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