

FOR IMMEDIATE RELEASE:

GDC 2012: In-Game Payment Specialist Xsolla to Host “Emerging Markets” Panel with Bigpoint, Wargaming.net, Kabam, Gamersfirst & Vostu on March 8

Peter Warman of GamesIndustry.com To Moderate Xsolla Monetization Panel at Game Developer's Conference March 8 at Moscone Center in San Francisco

Los Angeles, CA- March 7, 2012

Xsolla announced today that they would be hosting a panel with leading game publishers and partners Bigpoint, Wargaming.net, as well as Kabam, Vostu and Gamersfirst at the 2012 Game Developers Conference on March 8 at 2:30 p.m. 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 “Take Your Game Worldwide: Case Studies in Emerging Markets,” will feature speakers Victor Kislyi, CEO of Wargaming.net; Linus Menden, SVP of Finance for Bigpoint; Christian Godorr, Creative Director for Bigpoint; Matias Recchia, COO of social games publisher Vostu; Rahul Sandhil, SVP of Marketing & PR for Gamersfirst; and Mike Hawkins, Senior Marketing Manager of Kabam Europe.

Case studies will be presented, and answers to questions surrounding emerging markets will be presented, questions such as:

“Why should gaming publishers take their game(s) to new 'emerging' markets?”

“What are the opportunities & challenges in these markets?”

“What characterizes an 'emerging market' with regards to the gaming industry?”

“What do gaming publishers/developers need to know about localizing their game(s) language and content in an emerging market?”

“What regions should gaming companies focus on?”

“Where are the greatest opportunities still available, and how can publishers make the most of these opportunities?”

Albert Donahue, Executive Vice President and Co-Founder of Xsolla, stated “We are all excited and looking forward to this panel, as we have a great moderator, Peter, who is an excellent speaker and crowd-pleaser, and top gaming executives sharing the experiences (good and bad) that they have encountered when they took their games to emerging markets. It will be a valuable panel for any gaming developer or publisher attending GDC, and because it is a sponsored-session, anyone with an Expo pass (or higher) can attend.”

Xsolla will also be giving away several passes to the infamous Bigpoint party at each of their five panels held throughout the day in Room 2020 of the West Hall at Moscone.

Xsolla is co-sponsoring the Bigpoint party that will be held later that same evening (March 8th) at 8:00 p.m.

To participate in the panel discussion, visit Room 2020, West Hall, 2nd Floor of the Moscone Center in San Francisco on Thursday, March 8 at 2:30 p.m. Guests must have an entry-level pass (“Expo Pass”) or single-session pass from GDC to attend the panel.

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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