



SPECIAL COVERAGE

levelUP

JUNE 10-12

BY THE NUMBERS

450

NEWS ARTICLES

1,650

GAME SCREENSHOTS

228

VIDEOS
INCLUDING GAME TRAILERS
AND WEBSHOWS

155

VIDEO GAME PREVIEWS

112

EXCLUSIVE ARTICLES

30 K

USER COMMENTS

RECORD BREAKING

3.9 MILLION PAGE VIEWS

1.9 MILLION VISITS

2.6 MILLION MONTHLY UNIQUE VISITORS

“OUR DEDICATED TEAM OF REPORTERS AND EDITORS SPENT AN ENORMOUS AMOUNT OF TIME AND EFFORT TO CREATE ORIGINAL AND ENGAGING E3 2014-RELATED CONTENT”

- RAMON TOLEDO, PRESIDENT

levelUP.com

The leading online video game community in Mexico and Latin America.

LevelUp.com Viewership Registered Record-Breaking Numbers during E3 2014

Busca Corp.'s flagship LevelUp.com registered a record breaking 3.9 million page views and 1.9 million visitors during the week of June 9 thanks to the platform's comprehensive content related to the Entertainment Software Association's E3 2014 video game expo. Company CEO Ramon Toledo credits the traffic surge to his talented team of content producers and editors, and to the platform's loyal community of visitors in Mexico, Latin America, and around the world.

La Jolla, CA - June 24, 2014 - Busca Corp., a leading digital entertainment network headquartered in La Jolla, California, with offices in Silicon Valley, Tijuana, Mexico City and Santiago, Chile, announced today that its online property LevelUp.com registered a record-breaking 3.9 million page views and 1.9 million visits during the week of June 9 thanks to its comprehensive content related to the Entertainment Software Association's E3 2014 video game expo.

To showcase the world's largest video game expo, which took place from June 10-12 in Los Angeles, CA, LevelUp.com's content managers produced a total of 1,650 screenshots, 450 news bulletins, 228 videos, 155 previews and more than 112 featured articles. They also facilitated and moderated over 30,000 comments from existing and new LevelUp visitors. With this increase in Traffic LevelUp.com reaffirms its position as the #1 Video Game Site in Latin America.

"Our dedicated team of reporters and editors spent an enormous amount of time and effort to create original and engaging E3 2014-related content," commented Ramon Toledo, Busca Corp.'s President. "And while we were hoping for a strong response, we frankly didn't expect to shatter last year's page view and visitor records! This level of engagement really speaks volumes about the talented men and women who work hard every single day to make LevelUp.com unlike any other place on the web. It's also a testament to our incredible and loyal community of visitors from Mexico, Latin America, and around the world who trust us to provide them with informative and insightful content that fits their lifestyle. We're truly grateful for their loyalty and promise we'll work even harder to raise the bar for E3 2015!"

ABOUT LEVELUP

LevelUp.com is part of Busca Corp.'s network of online properties which also includes Qore.com, Metatube.com, SanDiegoRed.com, and Tarreo.com. With over 2.6 million unique visitors per month, LevelUp.com continues to be the leading online video game community and social networking website in Mexico and Latin America. The interactive platform serves Spanish-speaking users around the world and features news, previews, reviews, original web shows, and video trailers for the video game community.

ABOUT BUSCA CORP.

Busca Corp. (<http://www.buscacorp.com>) is a digital entertainment network in Mexico, Latin America and the U.S. Hispanic market. The company has offices in La Jolla and Silicon Valley, California; Tijuana and Mexico City, Mexico; and Santiago, Chile. Busca Corp is a culturally rich and diverse corporation, with over 60 employees dedicated to niche markets around the world, and to leveraging partnerships with leading firms, including Yahoo, Sony, Terra Networks and CBS. Their primary properties include www.Levelup.com, www.Qore.com, www.Metatube.com and www.SanDiegoRed.com

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