



Press Release

Berlin, 12.08.11

Jan Beckers, Tim Koschella and Team Europe found HitFox

- **Start-Up for game marketing raises mid 7-figure Euro investment from Holtzbrinck Ventures, Hasso Plattner Ventures, Tengelmann Group and Kite Ventures**
- **HitFox specializes in user-acquisition for game publishers worldwide**
- **Launch on time for the gamescom 2011, 17 – 19. August in Cologne**

Berlin, 12 August 2011 - HitFox will launch in Germany on time for the gamescom 2011. HitFox specializes in user acquisition for game publishers around the world. HitFox users can find exclusive deals for selected games and hardware at www.hitfox.de. Publishers will benefit in two different aspects: On one hand, no fix costs for the acquisition of new customers, on the other, they will receive a target group of passionate gamers with high willingness to pay. Additional services are already in the pipeline.

HitFox was founded by a startup-experienced team: As former Team Europe venture partner, Jan Beckers built up Sponsorpay, Madvertise and Absolventa, Tim Koschella founded Lecturio. Berlin-based Internet start-up incubator Team Europe supports both entrepreneurs. Team Europe's partners Lukasz Gadowski and Kolja Hebenstreit are also venture partners in co-investor Hasso Plattner Ventures. Further investors are HV Holtzbrinck Ventures, Tengelmann Group and Kite Ventures. They have invested a multi-million euro amount in HitFox.

A discount of 75% on virtual goods in a popular online game, or 40% off on a coveted game console – HitFox's value proposition is convincingly simple: gamers receive current deals on online and offline games, hardware and accessories via e-mail. In turn, publishers acquire new customers and devoted gamers, and HitFox will partake in generated revenues.

As Lars Langusch, general partner at HV Holtzbrinck Ventures and board member at wooga.com puts it, "Professional user generation for game publishers is getting more important. This applies particularly to the booming social and browser-based game market as well as for console games. HitFox will help publishers with this and can provide the industry, as well as gamers, a truly value-adding service."

Jan Beckers, serial entrepreneur and managing director of HitFox, highlights the high ambitions of the young start-up: "HitFox's goal is to become a worldwide market leader in game marketing as a long-term and success-oriented partner of publishers. We want to make sure that 100 million plus gamers around the world will get in touch with the most interesting games and accessories. A prerequisite to be successful is to recruit and develop the best employees in product, IT, online marketing and publisher relations."

In conjunction with this goal, HitFox has recruited over 25 outstanding employees from over 250 applicants for its headquarters in Berlin, Germany. The start-up plans to quickly expand internationally and tap into further markets in Europe and North America in the following weeks. With the support of investors and strong partners such as SponsorPay.com, a community of millions of gamers will be built within a short period of time.

The first deal for Germany will be launched online on www.hitfox.de to coincide with gamescom 2011.



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About Team Europe:

Team Europe builds Internet companies. The Berlin-based incubator has international reach and a current portfolio of 10 companies it has built from scratch. The partners at Team Europe have founded or invested in a number of very successful Internet companies along the way, including spreadshirt, studiVZ, brands4friends as well as Sponsorpay, Madvertise, Misterspex, Lieferheld and more.

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For more information on Team Europe, visit the website: www.teameurope.net

About HitFox (GS Internet GmbH):

HitFox was founded in the summer of 2011 by Jan Beckers, Tim Koschella and Team Europe. Beckers and Koschella are successful entrepreneurs and have founded SponsorPay.com, Madvertise.com, Abolventa.de (Beckers) and Lecturio.de (Koschella). HV Holtzbrinck Ventures, Hasso Plattner Ventures, Tengemann Group and Kite Ventures have invested a multi-million euro amount. With its “best game deals”, HitFox provides gamers with exclusive deals all about gaming and thus creates an innovative way for game publishers and manufacturers to acquire new customers. The company currently employs 25 staff members and has its headquarters in Berlin, Germany. A second office in San Francisco will be established during the next months. For more information, visit www.hitfox.de.

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