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PRESS RELEASE

Team Europe Ventures Company SponsorPay Acquires GratisPay

Industry leader in ad-based payment systems strengthens its top position in the European market

***Berlin, February 10th, 2010.* “The acquisition of GratisPay is an important milestone for our company”, says SponsorPay’s CEO Andreas Bodczek. The consolidation of the two enterprises creates Europe’s leading provider of advertisement-based payment systems, monetizing virtually all of the major European online and social games publishers.**

Both founded in the past year, SponsorPay and GratisPay have evolved into the most effective monetization platforms of the European online gaming industry in a matter of months. Among their clients are major games publishers such as Gameforge, Bigpoint, InnoGames and Frogster. “Between our two companies, we already serve the majority of Europe’s top 10 publishers of online and social games”, Andreas Bodczek states. “Bringing the two platforms together will enable us to offer both publishers and advertisers an exceedingly attractive portfolio.” Operatively, both brands and the staffs of SponsorPay and GratisPay will stay in place.

In the US the market for monetization platforms has already reached a higher maturity level; the leading provider Offerpal Media continues to spread rumors with respect to revenues in the three-digit hundred million dollar space in 2009 while continuously growing on a double-digit percentage growth per year. In particular, this development is driven by the growth of so-called social-games.

„We are happy about the early consolidation. Instead of competing among European players, the combined companies can tackle the US competition.“ Comments Lukasz Gadowski, Partner at Team Europe Ventures.

Both, GratisPay and SponsorPay have been established in early 2009. SponsorPay is a ‚Company-Building‘ project by Team Europe Ventures. “It is our goal to establish one to two high quality high growth digital companies per year. Although there is quite some way ahead, we are confident that we are on track with Sponsorpay“, says Gadowski.

Team Europe Ventures Partner Kolja Hebenstreit comments: “Congratulations to both teams; both executed extremely well and generated significant value in a brief time span. This exemplifies the strength of European entrepreneurship.“

The purchase price of the transaction has not been disclosed.

About SponsorPay:

SponsorPay GmbH (www.sponsorpay.com) was established in April 2009 by Team Europe Ventures, Jan Beckers and Janis Zech. Based in the heart of Berlin, the company currently employs a staff of 35 people. SponsorPay's innovative payment system gives online gamers free access to premium content such as virtual currencies and items. In the next step, the monetization platform will be expanded to other industries. SponsorPay already serves more than 30 countries with fully localized versions of its payment system. Through its cooperation partners SponsorPay reaches over 40 million active users in Europe. By taking over competitor GratisPay (www.gratispay.com) in February 2010 the company now is able to provide monetization channels for nearly all of the major online and social game publishers in Europe.

About Team Europe Ventures:

Team Europe Ventures' core business is founding internet startups. Furthermore, Team Europe invests in promising internet companies in early stages of development. Team Europe's industry focus is consumer internet and internet technology; the goal for Team Europe's companies is to generate revenues in the millions within a few years after founding. Team Europe Ventures is managed from Berlin by the its four partners Lukasz Gadowski (founder of Spreadshirt, co-founder of StudiVZ), Kolja Hebenstreit (early employee at Spreadshirt, seed investor in StudiVZ), Pawel Chudzinski (formerly Grennhill, Inc.) and Steffen Hoellinger. Team Europe is shareholder in 15 self founded companies or lead investments as well as 40 co-investments. Regional focus of the investments are the EU and the US.

Read more about Team Europe Ventures: www.teameurope.net

Press Contact: press@teameurope.net