



Gala Group to Launch Smartphone Social Game Platform

Tokyo, Japan – May 12, 2011 – Gala Inc. has announced the launch of a smartphone social game platform, and the development of games for said platform. This was resolved at the board of directors meeting held on May 12, 2012.

The Gala Group believes that entry into the rapidly growing smartphone market represents a significant business opportunity, and that it is well positioned to exploit the opportunity with the almost 20 million strong worldwide membership of the group's gPotato online games portals and extensive expertise in both development and operation.

A new company will be established to operate the platform, and Seoul-based Gala Inc. subsidiary Gala Lab Corp. will develop the games.

The impact this will have on FY 2012 results will be minimal. Further details will be announced at the analyst meeting on May 13, 2012.

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