

GAMESHADOW RECRUITMENT DRIVE HAS STARTED WITH SENIOR MARKETING AND SALES APPOINTMENTS

The innovative patching engine has big plans to develop into a recommendation service that harnesses gamer passion.

London, 15 August 2007. GameShadow today announces that it has appointed a Marketing Director and eCommerce Executive as the first stage in its aggressive growth plans to build usage beyond the current level of over 800,000 registered users.

GameShadow has been on a recruitment drive following the completion of its recent funding round. The first two appointments focus on marketing and sales and see the appointment of Steve Chippington as Marketing Director and Paul Edwards as eCommerce Executive.

Steve brings a wealth of entertainment knowledge gained at Sky and Universal together with cutting-edge web and technology experience from a number of mobile and web specialists. He will be responsible for driving traffic to the site and developing the user relationship at GameShadow. Paul will be responsible for building the eCommerce revenues for GameShadow beyond the traditional advertising packages available through Wootmedia and will be developing direct relationships with publishers, developers, and ecommerce partners.

Nicholas Lovell, CEO of GameShadow commented, “GameShadow is at a very exciting stage in its evolution and I am confident that Steve and Paul will help us turn the company into something very special. We are ideally placed to give our users a real web 2.0 experience and this has to be a valuable opportunity for developers and publishers too. ”

Tony Treadwell, COO and Founder, said, “GameShadow is becoming an invaluable tool for gamers. From our initial mission of taking the pain away from patching we are developing into a recommendation engine that helps gamers find games, demos, trailers,

updates and much more. Now with Steve and Paul are on board we can jump to the next level.”

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EDITORS NOTES

About GameShadow

GameShadow provides free automatic videogame patch and update tools to gamers all over the world. Its core product automatically updates all of a user's games and graphics drivers, ensuring that the gamer always plays the best possible version of their games and they are getting the very best performance from the game and their hardware. GameShadow also recommends to gamers with game-related content and products that are relevant to their individual game collections and their gaming interests. GameShadow currently supports over 1,900 games with content ranging from patches to demos, movies and mods, as well as paid-for content such as expansion packs, full games and merchandise.

www.gameshadow.com

Advertising

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