

GamersGate selects SecuROM™ as DRM for its PC games download catalogue

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Press release from: [Sony DADC](#)

Salzburg, November 9, 2007 – Today Sony DADC announced that GamersGate, a leading online retailer of downloadable PC games, has selected Sony DADC's SecuROM™ Product Activation as its Digital Rights Management (DRM) for its line-up of downloadable PC games. These PC games come from a worldwide network of content partners and are distributed digitally through www.gamersgate.com.

“At Sony DADC we have developed the digital rights management solution SecuROM™ to help content providers service multiple distribution channels. SecuROM™ is the only one-stop-shop in the global market which enables publishers to manage their content with one single DRM solution for both disc-based and online sales channels at every stage of the process, during pre-release, release and post-release” explains Stefan Podhajski, Global Product Manager at Sony DADC. "It is our company's aim to help games publishers in the transition from physical to digital distribution through the use of our DRM technologies and Digital Asset Management services. SecuROM™ Product Activation allows them to realize new and attractive business models such as “Try & Buy”, “Buy & Download” or Subscription based models. Thanks to SecuROM™ Product Activation GamersGate's subscribers now benefit from these choices.”

"In our business we need to team up with the best in order to meet the demands of our worldwide publishing partners. Sony DADC not only meets, but exceeds our demand for a flexible and user friendly digital rights management system” says Fredrik Wester, Executive Vice President at GamersGate.

About SecuROM

Sony DADC's SecuROM™ offers games, information and entertainment companies interoperable Digital Rights Management for their disc-based and online content. SecuROM™ has been applied to over 250 million discs worldwide. It is available for CD-ROM, CD-R and DVD-ROM, with an architecture allowing for future use with UMD and Blu-ray Disc. In 2006 SecuROM™ launched its Product Activation as one single DRM for content delivered either electronically or physically.

About GamersGate

GamersGate is a leading digital distribution platform creating easily accessible gaming experiences for gamers worldwide – anytime, anywhere. Seen as a strong contender on the digital download arena, GamersGate continues to redefine the download industry and future strategies include the launch of several accompanying services in addition to an aggressively growing product portfolio from a wide range of internationally recognized publishers. For more information, visit www.gamersgate.com.

Presscontact:

Sony DADC

Christina Schobesberger

Sonystrasse, 20

A-5081 Anif / Salzburg, Austria

Phone: +43 (0) 6246 880 281

Fax: +43 (0) 6246 880 9281

eMail: christina.chobesberger@sonydadc.com

www.sonydadc.com

About Sony DADC

Sony DADC is a leading disc and digital solution provider for the global entertainment, education and information industries, offering optical media replication and software services. A pan-European supply chain infrastructure, comprising

distribution centres in the UK, Germany, France and Spain, enables customers a one-stop-shop solution that includes every step from disc manufacture to final product distribution to retailers. Sony DADC Europe is part of the world's largest optical media production network, which consists of 14 manufacturing facilities including sites in Austria, UK, United States, Canada, Mexico, Brazil, India, Australia, Hong Kong, Japan and China. For more information, visit www.sonydadc.com.

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