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**BOOYAH'S MYTOWN, A NEW REAL-WORLD GAMING APP, ZOOMS PAST
450,000 USERS**

Location-Based Mobile App, MyTown, Reaches More Than 31 Million Check-Ins

Palo Alto, Calif. – Jan. 14, 2010 - Booyah's new mobile app, MyTown, has rocketed upwards with more than 450,000 users. Gaining momentum from the initial launch in December 2009, MyTown reached # 7 on the Apple App Store and continues to grow with more than 31 million check-ins from 2.1 million unique real-world locations. An immersive and addicting experience, users of MyTown spend an average of more than 30 minutes per day.

MyTown is a location-based app for the iPhone and iPod Touch built around local shops, restaurants, and hangouts. Users check-in at real-world locations to level up, unlock rewards, and earn cash to buy their favorite real-life places. MyTown offers a twist on other location-based apps, with an emphasis on compelling gameplay elements and unique real-world rewards.

“We are amazed to see that MyTown is growing in popularity at such a rapid pace – our numbers are more than double Foursquare and Gowalla combined,” Keith Lee, CEO, Booyah, said. “We built the foundation of MyTown as a location-based app meant to evolve and grow over time; we’re responding to the feedback and taking the service to the next level in the upcoming weeks.”

MyTown uses GPS features to check-in at real-world locations to unlock rewards. Players can buy and upgrade shops, enjoying MyTown ownership of their favorite real-life places. Users can also collect rent when other people check-in to their shops. The more a place is frequented, the more it raises your shops' value and rent. In MyTown, players can also use power-ups to unlock more locations to buy.

Additional features already available in MyTown include leaderboards for comparing players' rankings at each location, a friends list using Facebook Connect, and a visual map to view other people's activities around the country.

Booyah's company vision is to create new forms of entertainment by bringing together elements of the real world and the digital world.

"Our goal is to provide real world benefits to the communities built around these locations.

We view GPS not as 'Where are you?' but more as a 'What interests you in the real world?'
Lee noted.

About Booyah

Booyah, headquartered in Palo Alto, Calif., is an entertainment company dedicated to creating new forms of entertainment by bringing together elements of the real world and the digital world. Founders Keith Lee, Brian Morrisroe and Sam Christiansen are former games industry veterans from highly respected studios, including Blizzard Entertainment, Activision, and Insomniac Games. The former game-makers draw on their expertise on engaging players with interactive entertainment to create compelling new experiences for a mass audience. The Company is financed by Kleiner Perkins Caufield & Byers' iFund. Learn more at www.booyah.com.