



RocketOn Launches Beta with Comedy.com, Hypster, Online Flash Games, Hotspot, faceDub and Boosh Magazine

Parallel Virtual World Platform Goes Live

SAN FRANCISCO, CA -- February 2009 -- RocketOn, Inc., a venture-funded startup located in South San Francisco, is rolling out its virtual world platform by embedding virtual worlds on partner sites. RocketOn's partners range from comedy, music and game sites to community networking sites and college magazines.

"Our goal", says Bryan Suchenski, partner manager, "is to build social interaction and community on our partners' websites, thereby weaving a virtual environment into the very fabric of the Web."

RocketOn has built a platform for easily embedding virtual worlds into partner sites, allowing their users to interact in real-time with one another. Every partner site is part of the overall community, and with the click of a button, users can take their avatars anywhere they like on the site.

"Imagine what it would be like if you could join a virtual world on your favorite site and interact with everyone on that site," says Steven Hoffman, CEO of RocketOn. "And what if you could also take your same avatar to any other website and meet people there?"

The result is a parallel virtual world that spans the entire Internet, where users rocket through cyberspace with their avatars and interact with virtual environments on any site they choose.

"What caught our attention about RocketOn is the potential for a new type of real-time social interaction on our site," says Cahit Onur, CEO of Online Flash Games. "We felt this would help build customer loyalty and extend our brand into the virtual world space. We're happy to be working with RocketOn and are open minded about new projects and ideas."

Through these six partnerships, RocketOn should be exposed to over 2 million more users. Additional partnerships will be announced in the near future.

ROCKETON'S PARTNERS INCLUDE:

Comedy.com is one of the Web's leading comedy sites. It combines the best collaborative filtering tools along with exclusive, original-themed content, best-of-the-best lists, and timely topical material.

Hypster is a music discovery site, offering Facebook, MySpace and Friendster users a personalized music player and playlists.

Online Flash Games is a popular Flash games community.

HotSpot is a community networking site to meet new friends, where users can store or share photos, create blogs, and share interests.

faceDub develops fun and easy software that allows users to insert their faces into any scenario.

Boosh Magazine is the newest name in college entertainment. Boosh puts a unique twist on the whole 'college magazine' market and comes direct from a network of student columnists across the country.

ABOUT ROCKETON:

RocketOn is a venture-funded startup that is pioneering parallel virtual worlds. Its management team has worked at top game publishers, including Sega Sammy (SGAMY) and Electronic Arts (ERTS).

If you'd like more information, please contact us at press@rocketon.com or visit www.rocketon.com