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FOR IMMEDIATE RELEASE

BUNCHBALL POWERS SOCIAL CONNECTIVITY AND ENGAGEMENT FOR SYFY

SAN JOSE, California –*October 8, 2009* – Bunchball, a marketing technology company that helps sites measure and drive consumer engagement, announced today its work with Syfy, which includes creating social connectivity between Syfy.com’s popular *Game Center* and social media applications, such as Facebook and Twitter.

Powered by Bunchball’s SocialLink technology, *Game Center* visitors can now share scores from Syfy.com games like *Star Gem* and *Apollo’s Arrow* with Facebook friends. In addition, Bunchball is enhancing the user experience on *Game Center* by making it possible for users to:

- Receive challenges to accumulate *Game Center* points and win trophies to show off on their profile pages.
- Receive and share high score and other event notifications.
- Use points to enhance their avatars.

“We are thrilled that Syfy and other members of the NBC Universal family, including NBC and USA Network, have seen the value of Bunchball’s unparalleled engagement platform,” said Peter Daboll, CEO of Bunchball.

“Using our technology, users’ interaction with the Syfy brand will be even more meaningful and rewarding, and their experience with Syfy.com’s *Game Center* will extend beyond the boundaries of Syfy Digital throughout the social Web.”

Game Center is the #1 destination at Syfy.com.



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About Bunchball

Bunchball is a marketing technology company that helps sites unlock measure and drive consumers' most valuable behavior. Bunchball's customers range from startups to multinationals, including Syfy, USA Network, Hearst, Meredith, NBC, Comcast, Exent, Piczo and Ultimate Movie Site. Bunchball's proprietary engagement engine plugs seamlessly into a brand's Web site, enhancing online communities and promoting consumer interaction and loyalty while driving revenue. Based in Silicon Valley and founded in February 2005, Bunchball's investors include Granite Ventures and Adobe Systems Incorporated. For more information, visit Bunchball online at www.bunchball.com.

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