

MILLIONS OF GAMERS ARE OUT THERE AND XFIRE HAS THEIR ATTENTION.

NOW LEVERAGE IT WITH YOUR BRAND!

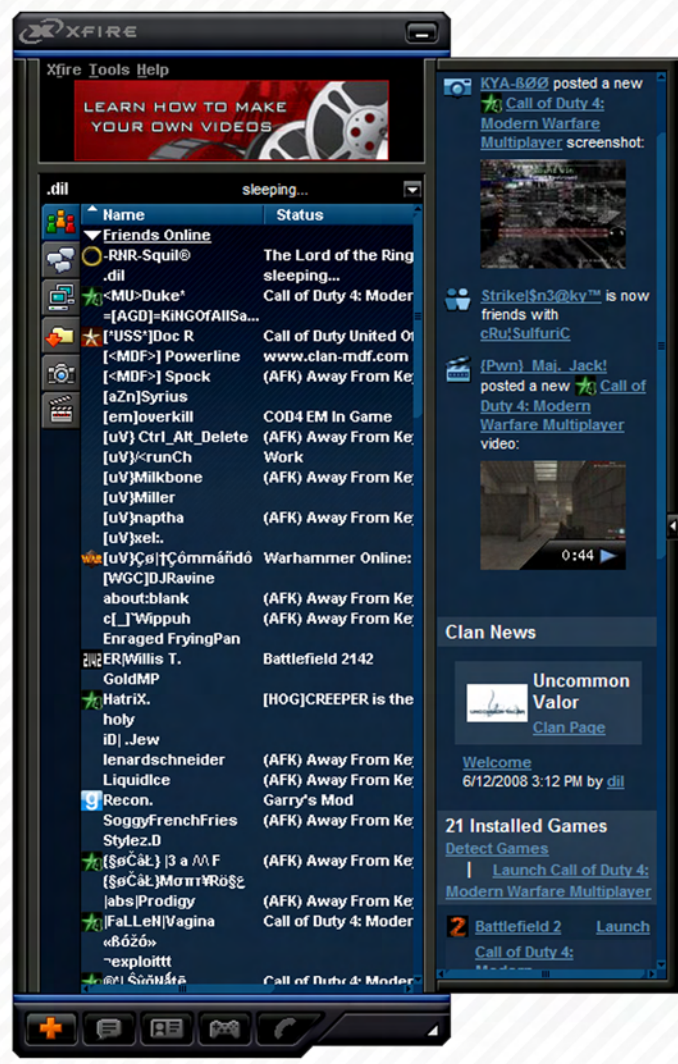
XFIRE IS A FREE TOOL THAT CONNECTS GAMERS UNLIKE ANYTHING ELSE. WITH XFIRE, GAMERS FIND AND PLAY ONLINE GAMES WITH THEIR FRIENDS, SEND AND RECEIVE MESSAGES, AND SHARE VIDEOS OF THEIR GAMING ACHIEVEMENTS WITH THE WORLD!

WHY ADVERTISE WITH XFIRE?

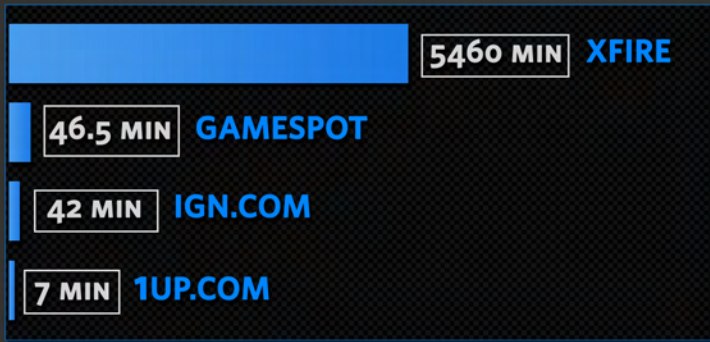
WITH A COMMUNITY OF OVER 12,000,000 REGISTERED GAMERS, OUR AVERAGE USER RUNS XFIRE FOR OVER 90 HOURS PER MONTH. XFIRE OFFERS HIGH VALUE, HIGH VISIBILITY ADVERTISING OPPORTUNITIES TO MARKETERS TARGETING THE ELUSIVE YOUNG MALE DEMOGRAPHIC. THAT'S 20 TIMES MORE HOURS THAN ANY OTHER GAMING PROPERTY! WITH XFIRE'S EXTRAORDINARY REACH, GAME PUBLISHERS, MOVIE STUDIOS, AND CONSUMER BRANDS HAVE ALL USED OUR IAB-STANDARD AD IMPRESSIONS AND FULLY IMMERSIVE SPONSORSHIPS TO CONNECT WITH THEIR TOP DEMOGRAPHIC.

QUICK FACTS:

- **XFIRE'S NOW HAS 12 MILLION REGISTERED GAMERS**
- **OVER 7 MILLION AD IMPRESSIONS DAILY**
- **91% OF USERS ARE MALES BETWEEN THE AGES OF 14-35**
- **81% PLAY PC GAMES MORE THAN 10 HOURS PER WEEK**
- **82% HAVE 1 OR MORE GAME CONSOLES**
- **89% SPEND MORE TIME ONLINE THAN WATCHING TV**
- **GAMERS SPEND MORE THAN 90 HOURS PER MONTH ON XFIRE, WITH EACH SESSION NEARLY LASTING 4 HOURS**



AVERAGE NUMBER OF MINUTES PER USER PER MONTH



WHAT ELSE CAN XFIRE OFFER?

OUR VAST USER BASE GIVES YOU REACH.

OUR UNIQUE PROMOTIONAL CAMPAIGNS OFFER WHAT NO ONE ELSE CAN; INTERACTIVITY.

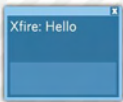
OUR EFFECTIVE ADVERTISING SOLUTIONS GIVE YOUR PRODUCT/SERVICE AWARENESS.

XFIRE GETS YOU RESULTS.

WHO ELSE HAS CONNECTED WITH GAMERS THROUGH XFIRE?



PRODUCT FEATURES



IN-GAME MESSAGING & ADVERTISING

XFIRE ALLOWS YOU TO SEND AND RECEIVE INSTANT MESSAGES WHILE PLAYING GAMES WITHOUT EXITING OR INTERRUPTING THE EXPERIENCE.



VIDEO AND SCREENSHOT CAPTURE

XFIRE'S VIDEO CAPTURE SYSTEM MAKES IT EASY TO RECORD AND UPLOAD HIGH-QUALITY VIDEO CLIPS TO THEIR PROFILE PAGE!



XFIRE VOICE CHAT

XFIRE'S VOICE CHAT LETS YOU TALK 1:1 OR IN GROUPS WITH YOUR FRIENDS WHILE YOU'RE IN OR OUT OF GAME.



ACTIVITY REPORT

LIKE TOP SOCIAL NETWORKING SITES, XFIRE'S ACTIVITY REPORT ALLOWS YOU TO SEE WHAT'S GOING ON WITH YOUR FRIENDS.



FRIEND TRACKER

XFIRE TELLS YOU WHEN YOUR FRIENDS ARE ONLINE AND WHAT GAME THEY ARE PLAYING SO YOU CAN JOIN THE ACTION!



VIDEO BROADCASTING

XFIRE'S VIDEO BROADCAST SYSTEM NOW LETS YOU BROADCAST YOUR CURRENT GAME FOR THE WHOLE WORLD TO WATCH!



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