

PRESS RELEASE

Co-founder of NC Soft, Mr. Don Hong, joins Board of Game Entertainment Europe

Amsterdam, 14th August 2007

Game Entertainment Europe BV (www.ge-eu.com) is pleased to announce that Mr. Don Hong joins their Advisory Board. Mr. Don Hong will be a valuable source of both information and influence and will play an important role in Game Entertainment Europe's plans for growth in Europe.



Quote Don Hong

I am pleased to join the board of Game Entertainment Europe BV. The era of internet games is quite different from conventional computer games, that it is all about building personal relations among gamers and their own society with their own language. When I met Richard van Barneveld and Jurriaan van Rijswijk, I have found a great possibility thru their understanding, enthusiasm and adventurous minds on top of their game business experience in Europe. I wish that my experience in gaming field could benefit GEE and its management staff to ensure the success of the

company.

Don Hong

After his study Computer Science at the University of South Dakota and two functions for Hyundai he founded with thirteen other people NC Soft Corp. His mayor milestones as CEO of NC Soft are the launch and service of NetsGo (SK Telecom's portal) and Lineage. Although Lineage was already launched in 1998 it is still one of the worlds most popular MMORPG's. It has among only three other MMORPG's more than 3 million subscribers.

After NC Soft Don Hong was responsible for Thrunet Corp as Marketing director and founded WisePost Corp. He recently founded Purplei, a peer2peer micro money banking service over the internet.

Don Hong joins the current board members Prof. Dr. Willem Vermeend, Eckart Wintzen, Peter Kentie and Prof. Dr. Mark Overmars.

“We are delighted to have Don Hong in our Advisory Board. As one of the co-founders and CEO of NC Soft he was responsible for the success of Lineage. His experience of Massive Multiplayer Online Games has already proven success for us with our games in the European market. Therefore he is of great value for our company and help us a great deal to expand our business in Europe” says Richard van Barneveld, CEO of Game Entertainment Europe.

About Game Entertainment Europe

Game Entertainment Europe offers very attractive online community games to gamers in Europe. To offer the best game experience, the games are localised for the European countries. Game Entertainment Europe organises game mastering, user and community support as well as in-game events. The mayor title of GEE is Martial Heroes with more than 200.000 registered gamers one of Europe's most popular free to play MMORPG.

The company's head office is based in Amsterdam with a co-location office in Korea. Game Entertainment is also participating in a chain of European game cafes. More information can be found on www.ge-eu.com.