



LSF Network Sells Luckysurf to Mediastay-Kingoloto

Mediastay, the European leader in free online games, acquires the assets of LSF Network's Publishing Division in the US and Europe.

Paris, June 25th 2008 – Mediastay, the European leader in free online games, and operator of Kingoloto.com, Grattage.com, KingoMusic.com and Bananalotto, announces the acquisition of the Luckysurf brands and games in the United States, France and the UK. This acquisition comes just a few months after the acquisition of Bananalotto, and underlines Mediastay's ambition to become a key player in the Online Marketing and Free Game area. This acquisition has led to the creation of the first global online audience platform in the free game industry with over 20 million users.

At the end of the 90s, Luckysurf was a pioneer in the concept of free online lottery, and is still today a key player in North America.

Luckysurf operates in the United States (80 % of the activity in 2007), in France and in the UK. It received sizable funding (USD 40 million) in 1999 and 2000, which helped it acquire a large audience since then.

"The acquisition of Luckysurf underscores Mediastay's desire to develop a leading and international player in the free game industry whilst developing strong brands locally. The success of Bananalotto's integration strengthens our capacity to integrate acquisitions and to benefit from powerful synergies in terms of technology and marketing," commented Eric Bennephtali, founder of Mediastay - Kingoloto. "We would like to give Luckysurf.com a boost with the launch of a new version of the website during the summer. Luckysurf.com will become the flagship site of Mediastay in the American market; we will launch new concepts in the coming months."

This acquisition includes Luckysurf USA, France and UK as well as the other sites published by LSF Publishing i.e. Mysurfpoints.com, MegalottoClub.com and TheBigPayout.com.

"Despite the fact that Luckysurf had established itself as a major online brand, it was becoming less of a strategic asset in the development of our group, which now focuses on our fast growing leading interactive marketing agency (LSF Interactive). Therefore, at the end of 2007 we started looking for the best operator to maintain and continue to develop the brand and its database in the coming years. Mediastay appears to be the company in the best position to do so and with which we share the same vision." said Daniel Laury, co-founder of Luckysurf and President of the interactive marketing group LSF network, Inc.

Through the publishing activity of Mediastay Publishing: Kingolotto.com (10 countries), Bananalotto (4 countries), Grattage.com (3 countries), KingoMusic (FR), Mediastay has become the European leader in the free online game industry and a major player in the online lead generation business.

With 3,888,000 individual visitors, Mediastay Publishing comes fourth in the comScore ranking of the European online game websites* and first in the free online game field. Kingolotto gathers about 246,000 players a day. Kingolotto Network's success demonstrates the power of the model; first created in France with Kingoloto.com, then expanded to Europe

* European ranking comScore November 2007



Founded in 2000, MEDIASTAY is the European leader in free online games (source comScore 2007) with the publishing and launch of www.kingoloto.com (in 10 countries), www.bananalotto.com (in 3 countries) www.grattage.com and www.kingomusic.com. Mediastay is a major player in online lead generation for key accounts such as La Redoute, Meetic, TELE2, GE Money Bank and Ipsos. In 2007, Mediastay generated sales of 11 millions euros.

ABOUT LSF Network, Inc.

Founded in 1999 in San Francisco, California, LSF Network and its division LSF Interactive is a global leader in online marketing. The company currently employs approximately 80 people around the world. LSF Network brings qualified leads, traffic or customers to its clients through an integrated approach that leverages all of the digital marketing channels (SEO, SEM, emails, displays, co-registration, affiliate programmes, etc) with a risk-free performance model. LSF Interactive currently supports many brands: Clarins, Yves Saint Laurent, Lancôme, Ghirardelli, Neopost, Scooter Store in the US and Canada and Le Groupe Figaro, France24, Peugeot, Intermarché, Arval, Ipsos and MMA in Europe

For more information, visit our websites: www.lsfnetwork.com, www.lsfinteractive.com and www.lsfinteractive.fr

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