

GCM PROMO (GROUPE CONCOURS MANIA) to acquire JEUX.COM, one of the most popular casual gaming sites in the world

GCM Promo announces today the acquisition of jeux.com from Virtual Network (a Swiss company). Jeux.com is one of the most popular casual gaming sites in the French speaking world with more than 15 million visits per month.

This acquisition confirms the development strategy started over 2 years ago. GCM Promo is the only complete offer on the market (advice, realization, custom made promotion through powerful networks, analytics follow up and prize logistics). GCM Promo brings innovative solutions to the market. GCM Promo consistently benchmarks the online gaming market. Thanks to its publishing activity for its own online games, GCM Promo has a unique know-how and a rare expertise of online gamer's behaviors. Both activities are complementary to each other and allow guaranteed success to companies as well as a real pleasure to gamers.

After a very dynamic and successful year in 2010 including significant growth in its market share and the development of new innovative platforms, GCM Promo continues to strengthen its strategy to link companies with their customers through online gaming.

"The jeux.com acquisition opens new and broad opportunities for us. We add to our portfolio a very prestigious asset with a premium domain name and great potential. It is a very important step in our path to success and strategic development" states Julien Parrou, President of GCM Promo.

Thanks to this acquisition, GCM Promo has more than 5.9 million Unique Visitors per month in France and 9.6 million in the French speaking world. In a Casual Gaming market starting to consolidate, this acquisition allows GCM Promo to take a very significant position on this dynamic sector.

In November 2010, GCM Promo ranked third in France in the Deloitte Fast Technology 50 award, with a revenue growth rate of over 3073% over the past 5 years.

About GCM Promo (Groupe ConcoursMania) :

GCM Promo creates marketing and promotional campaigns using online gaming for companies. GCM Promo also publishes its own online games for the general public. GCM Promo brings innovative solutions to the market. GCM Promo consistently benchmarks the online gaming market.