

Aria Partners with Alchemic Dream to Deliver Complete Gaming Back-Office

Joint solution delivers customer management, billing, and end-user support ready for integration with virtually any gaming platform.

Los Angeles, CA, May 10, 2006 — Today at the E3 Expo, Aria Systems — the leading provider of on-demand billing and Alchemic Dream — leader in customer service and logistics for online games — announced that they have formed a partnership to provide world-class technology and back-office support for developers and distributors of online games — especially MMOG.

The partnership leverages Aria and Alchemic Dream's experience supporting the development, launch, and ongoing operations of online games. Together the two companies offer emerging games, as well as established brands, the ability to provide a superior customer experience without adding resources. The joint solution provides complete control over the customer lifecycle including account set-up, provisioning, customer relationship management, user self-service, billing, online payments, and reporting.

"Our partnership with Aria is mutually beneficial," stated Aurelien Merville, President / CEO of Alchemic Dream. "We will deliver better customer management and in-game support for our clients by implementing and using Aria's product in our call center. In addition, our process will be further streamlined when companies elect to fully implement Aria on-demand billing. In essence, we are creating one-stop shopping for the gaming back office."

"Aria has generated a tremendous amount of traction in the gaming space, because it is focused entirely on delivering billing on-demand," noted Ed Sullivan, CEO of Aria Systems. "Aria's area of expertise is the monetization of online transactions and recurring processes. The integration with Alchemic Dream means that our gaming clients can now tightly integrate two of their core business processes — customer management and billing into a single outsourced solution."

Representatives from Alchemic Dream and Aria will be available at the E3 expo in Kentia Booth # 7526.

On Tuesday May 23, 2006 at 11:00 AM EDT, Aria will be hosting an educational webinar entitled "Billing Ain't No Game." During this 1-hour session key decision makers from emerging companies and distributors can learn more about the economics of on-demand billing and why it should be a first-priority rather than an afterthought.

About Alchemic Dream

Alchemic Dream Inc., leader in services for MMOGs, is a Canadian company specialized in management, support and localization of MMOGs. Alchemic Dream manages titles such as Dungeons and Dragons Online, Second Life, RF Online, Dark and Light, Project Entropia and A Tale in the Desert. For more information about Alchemic Dream, visit the corporate website at <http://www.alchemicdream.net> or contact the company at info@alchemicdream.net.

About Aria

Aria Systems (<http://www.ariasystems.com>) is the leading provider of on-demand billing and customer management. Our flagship solution, Aria Coda™ — delivers billing, user self-service, and back office CRM in a single web-based tool that supports all aspects of your gaming business. For more information about Aria Systems, visit our website at <http://www.ariasystems.com> or e-mail info@ariasystems.com.