

PLAYXPERT and Alchemic Dream Deliver Integrated GM Tools For Publishers And Studios

Tools Integrate Natively With The Alchemic Tools For An Optimized GM Solution

Sandpoint, ID – September 04, 2007- PLAYXPERT, LLC, the provider of next-generation in-game community management tools and Alchemic Dream, the leader in customer services and logistics for online games today announced that they have formed a partnership to provide best in class technology and back-office support for publishers and studios of online games. Together the two companies offer emerging games, as well as established titles, the ability to provide a superior gamer experience without adding resources.

The integrated solution includes a variety of features including:

- * In-game trouble ticket submission system so that beta users and gamers can submit feedback during beta cycles without leaving the game (no source integration required by publisher or studio)
- * In-game screen shot capture and submission system to show GM's what users are seeing
- * Integration with the Alchemic back-end operations system enabling GM's to spawn monsters, cross reference virtual goods with user balances, and check on overall in-game economy and power balances in a flexible way agnostic of the back-end engine that a game is built on.

"PLAYXPERT features allow publishers and studios to build and deliver more compelling gaming experiences right from the start. The tools fundamentally change the way people think about the creation and delivery of digital content and of the collection of user submitted feedback during the development cycle." said Aurelien Merville, CEO of Alchemic Dream.

"Community Management is a cornerstone of effective MMO delivery. Along with having key human resources to support your virtual communities - community management largely relies on good tools so that GM's have the right information, at the right time, in the right context to support gamers," said Charles Manning, CEO of PLAYXPERT. "If anyone should use something like PLAYXPERT, it should be GM's."

About PLAYXPERT

PLAYXPERT, LLC is the provider of next-generation in-game community management tools which address a core need in the growing Massively Multiplayer Online Game ("MMOG") market. The Company is focused on delivering the technology gamers want to enrich their community experience and allow them to engage in their favorite activities (forum posts, chat, music control, or monitoring system diagnostics) while in-game. PLAYXPERT is a completely customizable platform giving gamers the freedom to choose just the right series of tools to enhance their gaming experience. PLAYXPERT has published their widget application programming interface (API) so that community-built widgets can be delivered for the PLAYXPERT ecosystem.

PLAYXPERT, LLC is headquartered in Sandpoint, Idaho. For more information, please visit www.playxpert.com.

About Alchemic Dream

Alchemic Dream, Inc. is a Canadian company founded in 2001 and specialized in MMOG management, ingame events, customer support and localization. Employing more than 150 people and ever growing, Alchemic Dream is already working on popular MMOGs such as Lord of the Rings Online™: Shadows of Angmar™, Dungeons and Dragons Online™: Stormreach™, Fury, Second Life, Dreamlords and RF Online. Alchemic Dream also operates the PlayMMO.com gaming portal and the MMO gaming newsfeed MMPOW.com

For more information about Alchemic Dream, visit the company's corporate website <http://www.alchemicdream.net> or contact the company directly at info@alchemicdream.net.