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Commercial Launch of Arabic ASDA Story (World of Secrets)

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"Arabic ASDA Story" Following a very productive beta test, Game Power 7 is very happy to announce that its highly anticipated free-to-play Anime-Style MMORPG Arabic ASDA Story (World of Secrets) was launched commercially last week with improved official website, additional exciting game features, and brand new cash shop, where players can purchase items to make their game experience more convenient.

Two months ago, closed and open beta trials of ASDA Story for the Arab region received overwhelming responses from the gaming community and online gaming fans.

Following the commercial release, Game Power 7 will be continuing its commitment to improve and develop Arabic ASDA Story in response to player feedback, with frequent updates to the game.

*** To be continued***



“The time has come to start building the World of Secrets (Arabic ASDA Story) along with the players to form a safe virtual world full of pleasure and excitement. It has been our dream to make the World of Secrets a unique virtual world that closely links real life with the cyber life, this launch is our first step in our long journey”, said Reem Sabbagh, Project Manager at Game Power 7.

Arabic ASDA Story is based on a sweet, colorful, bright and cheerful world. The game is a free to play exciting fantasy-style anime 3D MMORPG game that features a unique 'Soul Mate System.' The unique party system offers two players the ability to align to become 'soul mates' and allows them to wear unique costumes and use special skills.

Another key feature of the game is the 'Real Costume System,' which gives players some of the most extensive personalization and design options ever seen in an MMORPG.

Items available for purchase in the Item Shop include character clothing and equipment, unique pets, power boosting potions, customization options, and more. Cash points can be purchased online, purchased through popular prepaid cards such as cashU and One Card, or redeemed with prepaid game cards available at various retail outlets.



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To Editors

Game Power 7 was founded in 2007 as the first leading Arabic company in the field of online and mobile gaming.

As a part of the media group Spacetoon International, Game Power 7 presented innovative products based on localizing games from different cultures to fit the Arabic culture, values and traditions.

Relying on Arab talents, the company released a variety of exceptional games, the most popular one was Arabic Rapplez launched in 2008 as the 1st Arabic 3D online game. The game populations exceed one million players.

Game Power 7 has operation centers in three Arab countries with the headquarters in Dubai Media City. As part of the company's dedication to managing the community of Arab gamers, the company uniquely formed a Community Management QA team and a Culturalization and Cultural Content team.

Game Power7 has created a network of international business relations, that in-turn made the Middle East a magnet for world-class game developers. The company also supports many social programs for youth and local communities.