

## HELLO KITTY ONLINE INDONESIA ENTERS FOUNDERS' BETA TESTING PHASE

Jakarta – April 15, 2009 – The wait is almost over for the most-awaited online game in Indonesia. GOGAME, the Indonesian publisher of SanrioTown and Hello Kitty Online (HKO), is ecstatic to announce the start of the Indonesian version of Hello Kitty Online Founders' Beta (similar to Closed Beta testing) at 9 AM today (GMT+7). To join the Founders' Beta and become a Founder of HKO, simply sign up at [www.sanriotown.co.id](http://www.sanriotown.co.id) and use the SanrioTown email system to send a blank email with the subject 'Daftar' to [HKOFB@hellokitty.co.id](mailto:HKOFB@hellokitty.co.id). Space is limited to 1,000 players on a first-come-first-served basis.

Since GOGAME soft-launched the SanrioTown ([www.sanriotown.co.id](http://www.sanriotown.co.id)) stand-alone localized community portal on April 2, the number of sign-ups for the official Hello Kitty portal has grown rapidly. Membership at SanrioTown is free of charge, and will be required to play Hello Kitty Online Indonesia, which will also be free.

"Since day one, it's been our goal to bring community gaming to the next level. Publishing Hello Kitty Online Indonesia will surely do that, and attract both current gamers and first-time-Sanrio-fan-gamers." said Patrick Setiawan, CEO of GOGAME. "We've received a large number of emails from players who show high enthusiasm for our products."

Andryan Gouw, VP of Business Development and Information Technology also added, "GOGAME is very excited to be launching the Hello Kitty Online Founders' Beta, which will be the first publisher-operated beta testing of HKO in the world." Sanrio Digital, as the developer, is working closely with GOGAME to improve many aspects of the game to bring a high standard of gaming experience to the local Indonesian market.



PT. JARING INTERACTIVE INDONESIA

HKO is one of the most awaited online games in the world and has undergone a number of developer-operated beta tests. The response from players from all over the world has been overwhelming. HKO is a community-based MMORPG that takes place in Sanrio Land, where players can interact with other players, as well as with Sanrio characters while exploring a cute and amazing world that boasts nice graphics and endless fun.

### **About GOGAME**

GOGAME, a registered brand name by PT. Jaring Interactive Indonesia, is an online game publishing company based in Jakarta, Indonesia. GOGAME strives to bring the Indonesian gaming industry to the next level by bringing fresh and creative approach into the industry. For more information, please visit [www.gogame.co.id](http://www.gogame.co.id).

### **About Hello Kitty Online**

Hello Kitty Online ([www.hellokittyonline.co.id](http://www.hellokittyonline.co.id)), developed by Sanrio Digital, is the official massively multiplayer online role-playing game (MMORPG) of Hello Kitty and friends, and the first MMORPG to integrate social networking web services into the game experience. In addition to standard features such as customizable avatars, guilds, skill systems, and player economy, Hello Kitty Online offers a social networking platform including blogs, video sharing, and email services.

### **About Sanrio Digital**

Sanrio Digital is a joint venture between Typhoon Games (HK) Ltd. and Sanrio Co. Ltd. Sanrio Digital is responsible for the expansion of Sanrio intellectual property assets into various digital and online media, leveraging an extensive library of original material that includes world-famous brands such as Hello Kitty, Badtz Maru, My Melody and others. For more information please visit [www.sanriodigital.com](http://www.sanriodigital.com).

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