

## **GOGAME Officially Launches Hello Kitty Online Indonesia**

Jakarta – 1 July 2009: GOGAME, the Indonesian online games publisher, today announced that the **Hello Kitty Online Indonesia** starts Commercial Launch phase on 1 July 2009. The launch follows the Open Beta testing phase that took place on 16 – 24 June 2009, which boasted several improvements and additions to the game, including 14 new quest maps as well as added features and game enhancements. To become a part of the Hello Kitty Online Indonesia, users must register at [www.sanriotown.co.id](http://www.sanriotown.co.id) and use the same account name and password to log in to Hello Kitty Online Indonesia. To download the latest client, please go to the Download Area tab at [www.hellokittyonline.co.id](http://www.hellokittyonline.co.id).

During the Open Beta for Hello Kitty Online Indonesia, the game contained many surprises, including new features and improvements based on feedback from previous Founders' Beta phase. Mini games have been added and included in quests to make adventuring through Sanrio Land even more fun. Several Sanrio characters have been added to the game as part of quests that allow players to advance both their characters and the main plot.

Players of Hello Kitty Online Indonesia also visited the latest city being added to Sanrio Land: Beijing! Attractions in Hello Kitty's Beijing include scenic pathways, Chinese lanterns, gorgeous landmarks like the Forbidden Museum and Bubble Dome, lots of new quests, and of course some impressive walls.

In addition to new game features, the Open beta of Hello Kitty Online Indonesia coincided with the launch of the Loyalty Point system in SanrioTown Indonesia. Users earn Loyalty Points whenever they use the many services available on SanrioTown Indonesia, which include logging in to SanrioTown and using email services. In the future, there will be more activities being done in SanrioTown that will make users earn more Loyalty Points. Loyalty Points can be used to purchase in-game items in Hello Kitty Online. Furthermore, in the Commercial Launch phase, the Cash Points will also be introduced, so that users can now purchase items and apparels, which are much more attractive compared to Loyalty Points items, from the Item Mall using Cash Points.

To get these Cash Points, users can simply buy Game Cards that are published by GOGAME, which are available in most Internet Game Rooms in Indonesia, as well as GOGAME's online payment gateway partners, e.g. [www.GudangVoucher.com](http://www.GudangVoucher.com). The available denominations are IDR 20,000; IDR 50,000; IDR 100,000 and IDR200,000. Users can easily activate their game cards through SanrioTown Indonesia portal.

The Commercial Launch of Hello Kitty Online Indonesia also coincides with the 7<sup>th</sup> BOBO Fair, a yearly major kids and family event taking place on 1 – 5 July 2009 and boasting a theme of “Me and Technology”, where GOGAME will participate to distribute DVD installers and Game Cards, and those interested can also learn more about Hello Kitty Online Indonesia and SanrioTown Indonesia.

Hello Kitty Online Indonesia is integrated with SanrioTown Indonesia, the official online home of Hello Kitty on the Web in Indonesia. Since launching in 2 April 2009, SanrioTown Indonesia has signed up tens of thousands of users who have grown to love the many services and features of the Indonesian Sanrio-themed portal, one of which is Hello Kitty Online Indonesia.

### **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



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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).

## **Contacts:**

### **GOGAME**

PT. Jaring Interactive Indonesia

Tel: +62 21 6471 2469

E-mail: [info@gogame.co.id](mailto:info@gogame.co.id)

### **Sanrio Digital (HK) Ltd.**

Tel: +852 2540 2237

Fax: +852 2803 0211

E-mail: [press@sanriodigital.com](mailto:press@sanriodigital.com)