



Ujogo Creates First Visually Rich, Immersive Network for Free Online Poker that Rewards Players with Valuable and Creative Prizes

Ujogo launches in public beta and is endorsed by leading poker pros

SAN FRANCISCO, July 19, 2007 - Ujogo, a casual games company, today announced the public beta of its new, visually engaging online free poker site for U.S. players of all levels. While many online gaming and poker sites exist today, Ujogo is the first to offer the combination of rewards for winning play, a graphically rich environment, educational and training tools to help players improve, and social networking tools to facilitate player interaction.

The free online poker market is surprisingly large, with over 30 million U.S. adults playing in excess of 5 billion hours annually. However, virtually all free online poker play today is for play money with absolutely nothing at stake. As a result, most free online poker play does not come close to replicating the competitive thrill of playing for something of value, and it is therefore highly unsatisfying for many, especially if they want to improve their skills. Ujogo is making free online poker a much more challenging, competitive and rewarding experience by offering attractive prizes for those who play well. It provides the thrill of playing at a real-money gambling site, without any of the risk of losing money.

Ujogo not only rewards strong players with prizes for winning tournaments, but it also appeals to beginners. All players regardless of skill level accumulate Ujogo Points while playing. These points can ultimately be redeemed at the company store for valuable merchandise. Ujogo also is focused on providing many educational and training tools to help players improve, filling a void that currently exists at most poker sites. Some educational video content and statistical analysis tools are already available during the beta period, but many more tools will be added over time.

Ujogo also offers much more than exciting game play--it offers a rich set of social networking and personalization features, including the ability to create profiles, choose avatars, and search for players with similar interests. In addition, Ujogo

has incorporated an interactive area where players can read news feeds, watch training videos, browse user profiles, and review personal statistics.

Prominent poker pros agree that Ujogo stands out as an exciting new company in the online poker and games space.

According to John "The Razor" Phan, consistently one of the top pros and #2 Player of the Year in 2005 according to Card Player Magazine, "I'm excited to be working with Ujogo! They have a very strong leadership team and I think this concept is going to be a big success. Ujogo rewards good play and this site is great for all skill levels to hone and develop better techniques. You can even set up a virtual home game and personalize your user settings, so cool. See you at the tables!"

Susie Isaacs, one of the top female poker players in the world and winner of the World Series of Poker ladies' championship in 1996 and 1997, adds: "Risk versus reward, that is how I have lived my life in business and in poker. If someone told me that I could play poker online for zero risk but for great reward, I'd say, "You're bluffing." At Ujogo, you can play poker online with no legal concerns and no investment. Play for free and win -- not money -- but great stuff. Sit-n-Gos, multi-table tournaments, and ring games, play to win points (to accumulate for prizes) or immediate prizes. From coupons for burgers to dinner for two at gourmet restaurants to trips to Vegas and buy-ins to major tournaments. It's unbelievable but true -- Ujogo has revolutionized online poker -- it's the nuts!"

About Ujogo

Ujogo (derived from the Portuguese word for "game") provides free, highly competitive and rewards-based online games for millions of U.S. enthusiasts. The company's first game, online poker, is now in public beta. Founded in 2006, Ujogo is headquartered in San Francisco. For more information, please visit www.ujogo.com.

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