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GAMEFLY INC. LAUNCHES ULTIMATE COMMUNITY SOURCE FOR VIDEO GAME INFORMATION WITH DEBUT OF GAMEANSWERS.COM

New Site Provides Robust Online Platform For Gamers to Share Information on Video Game Related Topics

LOS ANGELES – April 22, 2009 – GameFly.com, the leading online video game rental service, announced today the launch of their new website, Game Answers (www.gameanswers.com), a free, social Q&A service that lets gamers educate other gamers by asking questions and obtaining answers from their peers about video game related topics. Members stay connected by following other members' activity and can earn points by asking questions, voting on answers and providing the best answers to other member's questions.

"Peers are a great source of information and Game Answers provides a valuable platform that allows the gaming community to meet and learn more about the topics that matter most to them," said Sean Spector, Co Founder and SVP, Business Development and Content. "Instead of providing the site's content, we're allowing passionate and knowledgeable gamers to drive the discussions. It's exciting when you realize that you never know what you might learn about a particular game, a gaming system, or the industry in general."

Game Answers is focused on questions and answers related to video games across all consoles and genres. Members can start by creating their own profiles that include personal avatars, site usage statistics and popular questions. The site rewards the most active participants by granting them points, giving them an opportunity to be featured on the site's Top 50 Leaderboard. Members can also track their favorite Game Answers users and receive email alerts when they post new information.

GameFly continues to build on its leadership position in the online videogame rental market by offering a wide range of gaming resources not only to the subscribers of its rental service but to the gaming community as a whole.

About GameFly

GameFly™ is the leading online video game rental service. With a choice of more than 6,000 titles, GameFly offers the widest selection of games for the PlayStation® 2, PlayStation® 3, Xbox™, Xbox 360™, GameCube™, Game Boy™ Advance, Nintendo DS™, Nintendo Wii™ and PSP™ without the hassle of due dates or late fees. GameFly subscribers can rent anywhere from one to four games at a time and keep them for as long as they like. Plans start at \$15.95 a month with subscribers able to manage their GameQ™ online and receive games directly from the U.S. Postal Service via first class mail. GameFly is also a great source for high quality, used video games at exceptional prices. For more information and a free trial, please visit <http://www.gamefly.com>.

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Media Contacts:

Parnaz Taheri
Bender/Helper Impact
310-694-3120
Parnaz_taheri@bhimpact.com

Tiyson Reynolds
Bender/Helper Impact
310-694-3151
Tiyson_reynolds@bhimpact.com