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## **Hard Core Gamers Go Casual to Win Big on PrizeMatchGame.com** GameQuestDirect Partners with NetWinner Advergame Network

Charlotte, NC (October 15, 2007) -- Conquering new worlds, battling evil ninjas, and shooting Brutes can be exhausting. Even the hardest of hard core game players needs a place to kick back and relax for a while. That's why GameQuestDirect.com, the leading provider of new and rare video games online, has partnered with NetWinner.com, one of the fastest growing casual game sites on the Internet, to create PrizeMatchGame.com.

PrizeMatch will offer gamers a place to chill out from the hard core titles for a bit while giving them the chance to win prizes including a cash jackpot worth over a million dollars, \$50,000, \$250 GameQuestDirect E-cards, and a variety of hot Playstation 2/3, Xbox/360, PSP and Wii games. They can also accumulate points redeemable for games and other items.

"This site is dedicated to video gamers for their faithful support in contributing to the industry's growth," says Margaret Kim, Director of Marketing of GameQuestDirect. "PrizeMatch will engage serious gamers with upcoming products by highlighting special features and industry news and giving them the chance to network as well."

PrizeMatch will debut and be playable at the GameQuestDirect.com booth (#2338), at the E for All show October 18 to 21 at the Los Angeles Convention Center. PrizeMatch is nominated for the E for All People's Choice Award which will be selected by consumer vote at the show.

In its effort to better service the gaming community, GameQuest offers more than a traditional retail service. With its partners, advertisers, and sponsors, PrizeMatch will offer registered members a space to hang and win the games they want to play.

"PrizeMatch will take advantage of everything the NetWinner AdverGame Network offers," says Matt Coapman, NetWinner VP of business development. "It will generate revenue through the advertising while rewarding GameQuest's loyal customers in a turnkey solution."

PrizeMatch features NetWinner's proprietary clickable companion video advertising technology that will combine national advertising campaigns with new game previews and select game industry publishers. Initial advertisers include game publishers XSEED Games and Aksys Games. XSEED will be promoting *Victorious Boxers Revolution*, the first realistic boxing simulator for the Wii platform while Aksys will be promoting *Guilty Gear XX Accent Core*, also for the Wii, the latest addition to the hit fighting genre with new characters, stages, and features.

About GameQuestDirect.com

GameQuestDirect.com is an online retail division of parent company Crescent Marketing Inc., a global video game distributor established in 1989. The company provides the largest selection of new and rare video games online with quick processing and dedicated customer service. GameQuestDirect offers loyal gamers a vibrant and involved community, exclusive sweepstakes, and special promotional offers. GameQuestDirect's exceptional service and expertise in the gaming market has built a foundation for success and industry recognition. GameQuestDirect is now offering franchising opportunities as well as professional consulting services to international markets. To learn more about GameQuestDirect, please visit [www.gamequestdirect.com](http://www.gamequestdirect.com).

About NetWinner AdverGame Network

The NetWinner AdverGame Network is a market initiative of NetWinner.com, one of the fastest growing online casual game sites. NetWinner AdverGames are free to play and entirely advertiser supported, providing an incremental and turnkey revenue stream for select publishers. NetWinner.com is a revolutionary online destination that delivers the convergence of casual games, real cash prizes, Web 2.0 technology, and video advertising, powered by its proprietary Adstreams technology, to the online experience. NetWinner AdverGame's current Money Wheel game offers instant win cash prizes from \$25 up to \$50,000 and a grand prize of over one million dollars together with a lucrative points system redeemable for valuable gift cards using MasterCard® and through major retailers. [www.netwinner.com](http://www.netwinner.com)

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