



PRESS RELEASE:

King.com Protects Its Users with Featurespace to Ban Bots:

World's Largest Online Skill Games Company Proactively Guards against Attacks Through Behavioural Analysis

**CAMBRIDGE, UK (BUSINESS WIRE)
17 November 2009**

Featurespace (www.featurespace.co.uk) today announced that King.com (www.king.com), the world's largest skill games company, has deployed its behavioural analysis system to prevent against "bot attacks". The Featurespace software enables protection by automatically spotting and detecting activity designed to simulate that of humans, but is actually generated by computer software.

Featurespace's system is able to automatically discriminate between genuine players and computer-generated bots by learning the characteristics of human interaction to detect anomalous behavioural patterns and to block any spurious access. King.com is an active supporter of consumer privacy and protection and this is the latest proactive step it has taken to protect its more than 17.5 million unique users that play each month.

“ King.com's market leadership is based on both the quality and the integrity of our games ”

said Riccardo Zacconi, CEO of King.com.

“ By being the first skill games company to deploy Featurespace's system, we are protecting our players and ensuring that they are in fact playing against real people. ”

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About Featurespace

Featurespace supplies behavioural analytics software for a range of applications including the detection of online fraud and the identification of high value online customers. The company was founded in 2005 and builds on pioneering behavioural pattern recognition research undertaken at Cambridge University. Featurespace's approach involves the statistical analysis of human online data patterns, and delivers deep insights into online customers' motivations and preferences.

**Further information is available from:
press@featurespace.co.uk.**

About King.com

Launched in 2004, King.com offers more than 150 different skill and social games, with its premier gaming destinations King.com (www.king.com) and MyGame.com (www.mygame.com). The site is available in nine languages and promoted in 10 countries.

King.com is the exclusive provider of skill games for leading portals and websites such as Yahoo!, MSN, AOL, Real Networks, Orange, freenet.de, RTL, Sat 1, Endemol, MTV3, Web.de and other leading media companies. The company is known for extending the brand of popular TV properties such as "Who Wants To Be A Millionaire" and "The Biggest Loser."

King.com has offices in London, Hamburg, Stockholm, Rome and Los Angeles.

King.com's digital press kit, including gamer profiles, photos and screenshots, is available at:
<http://consortpartners.com/clients/king.php>.