

FOR IMMEDIATE RELEASE

Attention Business Editors, Technology Editors:

## **GamersGate Selects ByteShield's End-User Friendly Dynamic License and Copy Protection Engine For Its PC Games Catalog**

*ByteShield, Inc. ("ByteShield™") is pleased to announce that GamersGate ("GamersGate"), a leading publisher and distribution platform for PC games has chosen ByteShield's end-user friendly Dynamic License and Copy Protection Engine for its line-up of PC games. These PC games come from a worldwide network of content partners and are distributed through [www.gamersgate.com](http://www.gamersgate.com).*

San Francisco, California and New York, New York (OPENPRESS) May 1, 2008 - ByteShield, Inc. ("ByteShield™"), a leading provider of the new Internet based Dynamic License and Protection Solutions for PC Games is pleased to announce that GamersGate ("GamersGate"), a leading publisher and online retailer of PC games, has selected ByteShield's end-user friendly Dynamic License and Copy Protection Engine for its line-up of PC games. These PC games come from a worldwide network of content partners and are distributed through [www.gamersgate.com](http://www.gamersgate.com).

"When PC game end-users purchase a game, they want to be able to use it anywhere" says Fredrik Wester, Executive Vice President of GamersGate. "They should also be permitted to lend it to a family member or a friend. It should be easy to reinstall a program after a hard drive crash or a change to a new computer. End-users should NEVER have to call customer service. End-users also resent saving receipts, product keys, CDs or other items related to the license. End-users do recognize piracy as a problem and expect the license to be controlled in some manner. But the process should not inconvenience them. When one of our publishers requires a DRM system, we want to be able to offer a system which is end-user friendly. ByteShield elates the end-users by making the license completely portable and independent of the delivery medium. ByteShield is in essence invisible - an honest end-user with auto login turned on will never notice ByteShield." says Fredrik Wester.

"ByteShield's Dynamic License and Copy Protection Engine revolutionizes how PC game vendors can generate revenue" says Jan Samzelius, CEO of ByteShield. "The publisher can offer the end user a wide choice of licenses such as full feature trial, try to buy, variable length rentals, rent to buy, subscriptions or purchase. The end user can change the license choice at any time. Such Dynamic Licensing is only possible with strong copy protection and high user-friendliness. ByteShield combines industrial strength copy protection incurring no performance penalty, with the highest user friendliness in the industry."

ByteShield's revolutionary design avoids the weak protections and vulnerabilities of existing solutions and their negative effects on user experience. Only extremely strong and efficient protection can deliver such end-user benefits. ByteShield takes full advantage of the Internet, employing a central server to manage the protection and verify the installations. ByteShield's system design enables the product to be transparent to the end user, while so time consuming to crack that the incentives for the crackers disappear. To remove ByteShield's protection system, the cracker needs to reverse engineer the entire protected application. A single or a couple of patches will not suffice to open up the application to copying or tampering. Everything is intertwined and interdependent. The result is a truly unique and superior patent pending technology, which dramatically increases revenues.

### **About ByteShield**

ByteShield, Inc., a leading provider of the new Internet based Dynamic License and Copy Protection Solutions, revolutionize how software applications and game vendors can generate revenue. ByteShield, a privately held California corporation, was established in September, 2004 with headquarters in San Francisco, California. For further information visit <http://www.byteshield.net>.



### **About GamersGate**

GamersGate is a leading distribution platform creating easily accessible gaming experiences for gamers worldwide - anytime, anywhere. Seen as a strong contender on the digital download arena, GamersGate continues to redefine the download industry and future strategies include the launch of several accompanying services in addition to an aggressively growing product portfolio from a wide range of internationally recognized publishers. GamersGate has offices in New York, New York and Stockholm, Sweden. For more information, visit <http://www.gamersgate.com>.