



KING TAKES THE CAKE

World's Leading Social Gaming Company Launches Skill Version of Cake Mania 2

Los Angeles, July 10, 2008 – Today King (www.king.com), the world's leading online social gaming company, announced the launch of its newest skill game – Cake Mania 2 (http://www.king.com/list_game.jsp?language=en_US&game=cakemania).

Based on Sandlot Games' hit casual games sensation, King.com's skill version of Cake Mania 2 encourages gamers to run their own online bakery. Players compete to deliver the best customer experience while serving up delicious creations to a variety of entertaining and wacky customers. Downloaded over 70 million times, the Cake Mania franchise remains one of the most popular and enduring game experiences on the Internet.

"We strive to listen to our gamers and deliver fun and engaging games based on their likes and dislikes. When we see a game succeed like Cake Mania, we feel our customer base is sending us a message," said Riccardo Zacconi, CEO, King. "We are thrilled to partner with Sandlot Games to give our customers an exciting new version, with varying degrees of difficulty, from the Cake Mania franchise."

Game Play

The Skill version of Cake Mania 2 revolves around customer service. The goal of the game is to keep the customers of your bakery happy by serving up delicious frosted cakes. In Cake Mania 2, timing is everything; the quicker players work their bakery, the more points they receive. Cake-bakers must work quickly and accurately to please demanding customers, from aliens to rock stars.

"We are excited to partner with King.com to provide a skill version of Cake Mania 2 to Cake Mania fans," said Daniel Bernstein, founder and CEO, Sandlot Games. "Cake Mania is incredibly well suited for skill play, and our fans will be pleased to have yet another way to experience the game."

About King:

Founded in 2004, King is the world's leading social gaming company, with its premier gaming destinations King.com and MyGame.com accounting for more than 80 games and over 196 million games played per month. King's MyGame.com is the first social games site to bring together user-generated content, casual games and revenue-sharing.

King is the exclusive provider of cash games for Yahoo! and has led industry firsts through partnerships with; NBC, Endemol, Fremantle Media and other leading media companies. The company is known for extending the brand of popular TV properties such as American Idol, The Biggest Loser, Deal or No Deal and 1vs100, bringing them online for the first time and transforming them to fun engaging game play.

King is incorporated in the state of Delaware and the company has offices in Los Angeles, London, Hamburg (Germany) and Stockholm (Sweden). King.com does not offer money tournaments in the states of Alaska, Iowa, Arizona, Louisiana, Arkansas, Maryland, Connecticut, Missouri, Montana, South Carolina, Delaware, South Dakota, Florida, Tennessee, Illinois or Vermont.

About Sandlot Games:

Sandlot Games Corporation, headquartered in Bothell, Washington, is the world's premier developer and publisher of casual and family-friendly games. Sandlot Games boasts a captivating portfolio of popular game titles and franchises including Cake Mania®, Glyph®, Super Granny®, Tradewinds® and Westward®. Sandlot Games reaches millions of game players worldwide through a variety of distribution channels including online, PC, PDA's, handhelds, videogame consoles and mobile phones. Since 2002, more than 200 million games have been downloaded by its loyal fan base. For more information or to play one of our award winning games, please visit us at www.sandlotgames.com.

Media Contact:**Kathy Johnson**

Consort Partners

king@consortpartners.com

Tel: +1 415 823 9566

Public Relations

Sandlot Games

pr@sandlotgames.com