



7-Eleven Brings Nexon America Game Cards To Teen, 'Tween Customers'

Real Card Buys Kids Virtual Shopping Experience

Dallas, TX – Nov. 29, 2007 - While most big news in the videogame industry revolves around the midnight launch of a hot, new game or the latest, greatest console to hit store shelves, 7-Eleven, Inc. is promoting a new videogame initiative that is less about hardware and software than it is about going on a virtual shopping spree.

One of the biggest global gaming phenomenons is the "Massively Multiplayer Online Game" (MMOG), a computer game that is capable of supporting hundreds or thousands of players simultaneously. The games are played on the Internet and feature at least one virtual world. MMOGs can enable players to cooperate and compete with each other, as well as interact meaningfully with people around the world. While many of these games are free to play, gamers can spend money to create the coolest avatar, a graphic or visual online identity.

7-Eleven stores and their 24-hour operation make it more convenient for the millions of MMOG fans to personalize their play with certain online games by offering the Nexon Game Card at its U.S. stores.

7-Eleven has an agreement with Nexon America Inc., the U.S. division of Asia's leading online games company, Nexon Group, to be the first convenience retailer in the United States to sell these cards. Gamers can use the prepaid cards to redeem virtual in-game items and accessories within the MapleStory, Audition and upcoming KartRider games produced by Nexon. The prepaid game cards available in 7-Eleven stores are sold in \$10 and \$25 denominations.

"We have a great assortment of prepaid cards and now we have one especially for 'tweens and teens who are the biggest fans of these online games," said Brad Haga, 7-Eleven senior product director for business development and services. "They're perfect for young people on a budget and should appeal to the Slurpee-beverage crowd."

7-Eleven and Nexon worked with InComm, a technology firm that develops, markets and distributes stored-value gift and prepaid products, to add the Nexon gift cards to 7-Eleven's extensive services category. An animated version of a 7-Eleven store and an employee will appear in the popular MapleStory MMOG. This type of integration is cutting-edge, according to Nexon. It brings relevant content to consumers and provides 7-Eleven with a new way to use virtual worlds to expand its marketing.

"Offering these exclusive game cards is an important first for a convenience chain and massively multiplayer online (MMO) publisher," said John H. Chi, president and CEO of Nexon America Inc. "By partnering with 7-Eleven, we're able to reach a much broader audience than ever before. Many of Nexon's customers are teenagers without access to credit cards. Now they will have a more convenient option to getting the cards."

The Nexon Game Card can be used within any of Nexon's games, which are free to download at <http://www.nexon.net>. Players use an innovative cash shop system (called microtransactions), that provides the option to individualize Audition and MapleStory characters and create unique identities. These features are purely optional, and players can try out items in virtual dressing rooms before making a purchase. Items range from hip haircuts and stylish clothes in Audition to vibrant, colorful outfits and fire-breathing pets in MapleStory.

"7-Eleven is eager to offer more products and services for tweens and teens who have fun personalizing elements of these online games and interacting with other players around the world," said Haga. "The Nexoncards are a perfect fit for our prepaid product selection."

As the pioneer of the microtransaction, or Item-Selling business model, Nexon has sold millions of virtual items worldwide through MapleStory and other hit titles like KartRider and BnB: Crazy Arcade. In



February 2007, Nexon America reported that North American players spent \$1.6 million on 600,000 virtual products within MapleStory alone.

About 7-Eleven, Inc.

7-Eleven, Inc. is the premier name and largest chain in the convenience retailing industry. Based in Dallas, Texas, 7-Eleven operates, franchises or licenses more than 7,300 7-Eleven® stores in North America. Globally, 7-Eleven operates, franchises or licenses some 33,000 stores in 17 countries and one U.S. territory. During 2006, 7-Eleven stores worldwide generated total sales of more than \$44 billion. Find out more online at www.7-Eleven.com.

About MapleStory

MapleStory continues to expand in North America as one of the fastest growing massively multiplayer online role playing games (MMORPG). Averaging 45,000 new registered users a week, the award-winning game is known for its robust community and the ability to personalize game characters in endless combinations. Filled with vibrant backgrounds and charming characters, players interact with each other online through chatting, trading, fun mini-games as well as participating in exciting game play. Groups of players can also ally together in parties or guilds to socialize, hunt monsters, and venture through the immersive lands on thrilling quests.

About Audition

Audition is a highly social MMO dance game where players meet their friends online for dance-off competitions to chart-topping and dynamic new music. With simple directional and space bar keystrokes, players perform hip-hop style dance steps and choreographed routines-better timing means a better score. Players compete in various dance modes, each with distinctive special features and moves. Audition has an in-game reward system that gives winning dancers "Beats" or currency used to purchase a variety of cash shop items. Audition's cash shop system provides players with trendy accessories, designer clothes and over 180 faces and numerous expressions

About Nexon America Inc.

Nexon America Inc. is the North American publishing arm of Nexon Group, a pioneer of interactive entertainment software and the world's leader in massively multiplayer online games. Based in Los Angeles, Nexon America was founded in 2005 to bring the best of online entertainment to the North American audience. The company's growing library of titles includes the world famous franchise MapleStory, the new online multiplayer dance game, Audition and the online racing sensation KartRider. The foundation of all Nexon America titles is the Item Selling business model, in which users access the full game for free and can later opt to pay for game enhancements.

About InComm

InComm is the industry leading marketer, distributor and technology innovator of stored-value gift and prepaid products using its state-of-the-art point-of-sale transaction technology and payment solutions to revolutionize retail product sales and customer experiences. With more than \$5 billion in retail sales transactions processed in 2006, InComm is the nation's largest provider of gift cards, prepaid wireless products, financial debit cards, digital music downloads, content, games, software and bill payment solutions. InComm partners with consumer brand leaders around the world to provide more than 145,000 retail locations the products and services their customers demand. Since 1992, InComm's patented technologies have made the buying process easier for consumers while streamlining the selling process for product and retail partners. To learn more about InComm, visit www.incomm.com or call 1.800.352.3084. InComm is headquartered in Atlanta with offices in Australia, Canada, the United Kingdom, Puerto Rico, Colorado, Texas, Florida, New Jersey, Oregon, Arkansas, Alabama, Minnesota and Mississippi.

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