

GameShastra Gold Sponsor @ Casual Connect Seattle 2007

Hyderabad, India, June 9, 2007: GameShastra, India's largest game services provider, today announced that the company will be featured as a Gold Sponsor at the prestigious Casual Connect Seattle 2007, a global conference for Casual Game Developers, Publishers and Distributors. This will be the first time an Indian game services company is sponsoring an event in such a scale globally, that will place the company in league with leading companies like Microsoft, Yahoo, MTV, Real and Mumbo Jumbo.

At the conference GameShastra will demonstrate its technical excellence in delivering high quality Game Development, Game Art, and Game Testing services. The 2 day event organized by the Casual Games Association, from July 17 – 19, in Seattle is the largest casual games conference designed for industry professionals interested in creating, marketing and distributing games for gamers worldwide. This year's Casual Connect is expected to draw more than 5000 attendees from around the world.

"GameShastra is proud to be featured as the Gold sponsor for Casual Connect the premiere event for the global casual games industry, which brings together top leaders from the multi billion dollar industry," Prakash Ahuja, CEO, GameShastra, said, "GameShastra's hopes to attract attention from leading casual game players with partnership opportunities for game development services and close some exciting deals at Casual Connect 2007."

According to the Casual Games Association and DFC Intelligence joint Market Report casual games online revenues reached \$713 million (USD) in 2005 and it is expected to grow to \$ 1.56 billion (USD) in 2008. The number of consumers attracted to free casual games is estimated to be over \$ 150 million worldwide (USD). For more details on Casual Connect Seattle 2007 conference, please visit <http://seattle.casualconnect.org/>

About GameShastra

GameShastra has been involved in game testing and related services for over two years, and have successfully handled the testing of numerous games for leading publishers and development houses globally. The company has opened a state-of-the-art Game Services center in Hyderabad to extend testing services for all the gaming platforms – Consoles, Handheld, Mobiles and Online and offers testing – Functionality, Compatibility, Game-play, Certification. GameShastra develops games for the Wii, Xbox 360, PC, Mac, Web, PSP and Nintendo DS, and also provides game testing, game art and 3D animation services.

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