

**FOR IMMEDIATE RELEASE**

**GRAVITY BEAR AND SQLSTREAM ANNOUNCE STRATEGIC PARTNERSHIP**

*Partnership Will Enable New Social Game Company Gravity Bear to build responsive Online Games Using SQLstream's Real-Time Analytics & Monitoring Technology*

**Emeryville, California** – October 29, 2009 – Gravity Bear and SQLstream today announced a partnership to bring cutting edge real-time analytic technologies to games for social networks. Established to create a new breed of social games, Gravity Bear is poised to create engaging, original content for social gaming platforms. The relationship marks a significant point of convergence for the interactive entertainment and the enterprise software industries.

SQLstream is the first company to provide real-time monitoring and business intelligence using the ISO standard SQL language. Bridging the gap between operational intelligence systems and data warehouses, SQLstream greatly reduces the time it takes for information to flow between products and content providers. This revolutionary system allows for real-time monitoring of virtual ecosystems and economies, placing Gravity Bear at the forefront of an all-new market opportunity that delivers game content to social networks faster and more efficiently than previously possible.

“Our strategic partnership with SQLstream will enable Gravity Bear to measure and understand how players are interacting with our games in real-time and respond faster than ever, delivering the online experience that players really want from social gaming”, said Phil Shenk, co-founder and CEO of Gravity Bear. “It’s a rapidly growing market that we only see expanding further. The casual games industry is constantly evolving and it is very exciting to be in a position to offer players something new that we believe could change the face of entertainment on community sites.”

“Our work with Gravity Bear is leading to an exciting new business opportunity in the social games market,” said Damian Black, President and CEO of SQLstream, “The technologies we will be integrating with Gravity Bear’s unique game design philosophy will help customize game content for the masses, increasing loyalty and resulting in a new kind of relationship between the player and content providers.”

The partnership between SQLstream and Gravity Bear arrives at a time when the social games market is experiencing unprecedented growth. Social platforms such as Facebook have become the birthplace of a new gaming movement with a proven audience of tens of millions. Gravity Bear will use the latest in cutting edge technology, such as SQLstream, to establish new entertainment products that evolve and develop with each player’s input and participation.

Gravity Bear is currently developing an original IP built to satisfy the company's core mission of providing new entertainment products for an all-new era of social gaming.

The Gravity Bear and SQLstream teams will be attending the Virtual Goods Summit, held in San Francisco on October 29 and October 30, and are available for meetings and interviews. Additionally, members of both teams can be scheduled for joint press and analyst calls.

**About Gravity Bear**

Gravity Bear is a new breed of social games company where dedicated game creators share the goal of making unique social games through a steady diet of creativity, fun and contemporary design. Gravity Bear was founded in 2008 by co-founder and gaming industry veteran Phil Shenk to build a seasoned team of like-minded talent devoted to making casual games as distinct as the players themselves. Gravity Bear set up shop in sunny Emeryville, California, where they share office space with a tribe of equally motivated hamsters. For more information on Gravity Bear, please visit: <http://gravitybear.com>. Follow the Gravity Bear Blog at <http://gravitybear.com/blog/>.

#### **About SQLstream Inc.**

SQLstream is making the real-time web possible, monitoring data streams to deliver instant alerts, analytics and answers to business decision makers. Using the industry standard SQL language, SQLstream executes queries on the wire, before data reaches the warehouse. Built on open source technologies, SQLstream enhances existing business intelligence solutions while maximizing the value received from your organization's data when really urgent analytics are required. Co-Founded in 2005 by Julian Hyde, architect of the open source Mondrian OLAP engine, SQLstream's investors and advisors include Bob Frankenberg, former CEO of Novell and current Board Member at National Semiconductor, Dick Watts, former member of Hewlett-Packard's Executive Committee and Duane Zitzner, former HP Executive. SQLstream is headquartered in San Francisco, California and is on the web at <http://www.sqlstream.com>. SQLstream is a core contributor to the open source Eigenbase Project at <http://www.eigenbase.org>

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