



Momentum Venture Management Announces Investment in GaimTheory™

LA-based technology accelerator makes first investment in gaming industry; managing director to become CEO

July 9, 2007 – Los Angeles, Calif. - Momentum Venture Management (www.mvmpartners.com), a Los Angeles company that helps entrepreneurs transform their technologies into viable, well-funded businesses, today announced that it has joined forces with GaimTheory, Inc. (www.gaimtheory.com), a Los Angeles-based company that has built the most extensive online gaming platform for PC gamers. GaimTheory integrates premium backend server infrastructure with proprietary software to enhance the multiplayer gaming experience. The company's consumer site, PurePressure.com, features an unparalleled multiplayer experience for popular first person shooter games with advanced matchmaking, tournament hosting, real-time server provisioning, and a suite of community tools. In addition to providing initial bridge funding, Momentum's Managing Director, Stu MacFarlane is serving as CEO.

According to MacFarlane, "GaimTheory is solving a major problem in the PC gaming market, namely that there is no reliable, user-friendly multiplayer platform for PC titles. The company has spent the last three years building an integrated technology solution that brings a great multiplayer experience to these games. We are excited to have the opportunity to help the company grow its business and transform its excellent technology into market success."

"While single-player functionality drives initial purchase decisions, multi-player gaming creates player longevity, loyalty, and ultimately determines which titles are big hits," said Keven Ellison, vice president of Marketing for GaimTheory. "We currently support the most popular first person shooter games but will soon be expanding to other genres, including sports and real time strategy, and look forward to working with Momentum through this growth period."

Media Contact:

Rich Berman for Momentum Venture Management, LLC
Email: richard@mvmpartners.com
Tel: 415-359-4906

Momentum Venture Management is a Los Angeles-based firm that helps early-stage companies achieve early business results and develop credibility in order to get funding and transform their ideas, technologies and products into sustainable, successful businesses. For more information, please visit www.mvmpartners.com.

Based in Los Angeles, GaimTheory provides a comprehensive online platform for multiplayer PC games. For more information about GaimTheory, visit the company's web site gaimtheory.com or its technology showcase at www.purepressure.com.