



***** MEDIA ALERT *****

GAMEFLY INVITES GAMERS TO SUIT UP AS THEIR FAVORITE VIDEO GAME CHARACTER FOR A CHANCE TO APPEAR IN A GAMEFLY COMMERCIAL

GameFly Connects with New York-area Gaming Enthusiasts to Bring Characters to Life

WHAT:	<p>GameFly, the leading online video game rental service, will recognize the passion and creativity of the video game community at the GameFly Super Fan Casting Call. Video game fans who come dressed up as their favorite video game character will face off at the live casting call or online at www.gamefly.com/superfan.</p> <p>The GameFly Super Fan contest winner will win a trip to Hollywood and have an opportunity to appear in an upcoming GameFly TV commercial.</p>
WHO:	<p>Video game fans of all ages will have the opportunity to show their devotion to gaming and to appear in an upcoming GameFly commercial by dressing up as their favorite video game character at the GameFly Super Fan Casting Call. The gaming community will choose the winner by voting on their favorite video.</p>
WHEN:	<p>September 23, 2008 Doors open at 12:00 p.m. *Contestants are encouraged to arrive early</p>
WHERE:	<p>Hawaiian Tropic Zone 729 7th Avenue New York, NY 10019 (On the corner of 49th St. and 7th Avenue; main entrance on 7th Avenue) Admission is free</p> <p>Fans not able to attend the official GameFly Super Fan Casting Call can submit an entry online. Visit www.gamefly.com/superfan for complete details.</p>
MEDIA OPPORTUNITIES:	<ul style="list-style-type: none">• Crowd of fans dressed up as their favorite video game characters• Interview with fans about their costumes and why they love video games and GameFly• Interview with GameFly spokesperson about the contest
WEBSITE:	<p>Details about the GameFly Super Fan Casting Call are available at www.gamefly.com/superfan.</p>
CONTACT:	<p>Pia Burone Allison & Partners O: 310-496-4457 C: 646-924-5958 Pia@allisonpr.com</p>