

GameFly Super Fan Casting Call Rewards One Lucky Person with A Role in an Upcoming TV Commercial

Contestants Submit Videos Dressed as their Favorite Video Game Character with the Gaming Community to Decide the Ultimate Winner

LOS ANGELES – August 26, 2008 – GameFly, the leading online video game rental service, today announced the GameFly Super Fan Casting Call, a nationwide competition where contestants face off for the chance to appear in an upcoming GameFly television commercial. Contestants will compete by submitting a video of themselves dressed up as their favorite video game character. Videos can be submitted in two ways: in-person at one of the live casting call events, or online at www.gamefly.com/superfan. The gaming community will decide the ultimate winner by voting on their favorite online video entry.

Designed to spotlight and recognize the passion and creativity of the video game community, this is the first contest of its kind from GameFly. Participants can attend one of three events or submit their entry video to www.gamefly.com/superfan by September 30.

The live events will take place on:

- September 9 -- Los Angeles, Hollywood and Highland Center, 12-6 p.m. PST
- September 16 -- Chicago, ESPN Zone, 12-6 p.m. CST
- September 23 -- New York, Hawaiian Tropic Zone, 12-6 p.m. EST

Online video submission:

- www.gamefly.com/superfan -- August 26 - September 30

Online voting:

- www.gamefly.com/superfan -- October 1 - October 31

“The GameFly Super Fan Casting Call is a unique way for us to give back and personally connect with the gaming community via a fun, interactive event,” said Rachel Silverstein, vice president of marketing at GameFly. “We are extremely excited to see the innovation and creativity our fans will bring to this competition.”

Each contestant will post their entry video at www.gamefly.com/superfan. Participants appearing at the live casting calls will have the ability to post their video immediately after their casting call session. Voting is open to everyone beginning October 1 through October 31. In addition, new

members who sign up for the GameFly service through the contest site during the voting period will be automatically entered into a weekly cash prize drawing.

The winner of the GameFly Super Fan Casting Call, the person with the greatest number of votes, will be announced on November 6, 2008. For official rules and additional details, please visit www.gamefly.com/superfan.

About GameFly

GameFly™ is the leading online video game rental service. With a choice of more than 6,000 titles, GameFly offers the widest selection of games for the PlayStation® 2, PlayStation® 3, Xbox™, Xbox 360™, GameCube™, Game Boy™ Advance, Nintendo DS™, Nintendo Wii™ and PSP™ without the hassle of due dates or late fees. With plans starting at \$15.95 a month, GameFly subscribers can rent one to four games at a time and keep them for as long as they like. Subscribers manage their GameQ™ online and receive games directly from the U.S. Postal Service via first class mail. GameFly is also a great source for high quality, used video games at exceptional prices. For more information and a free trial, please visit www.gamefly.com.