



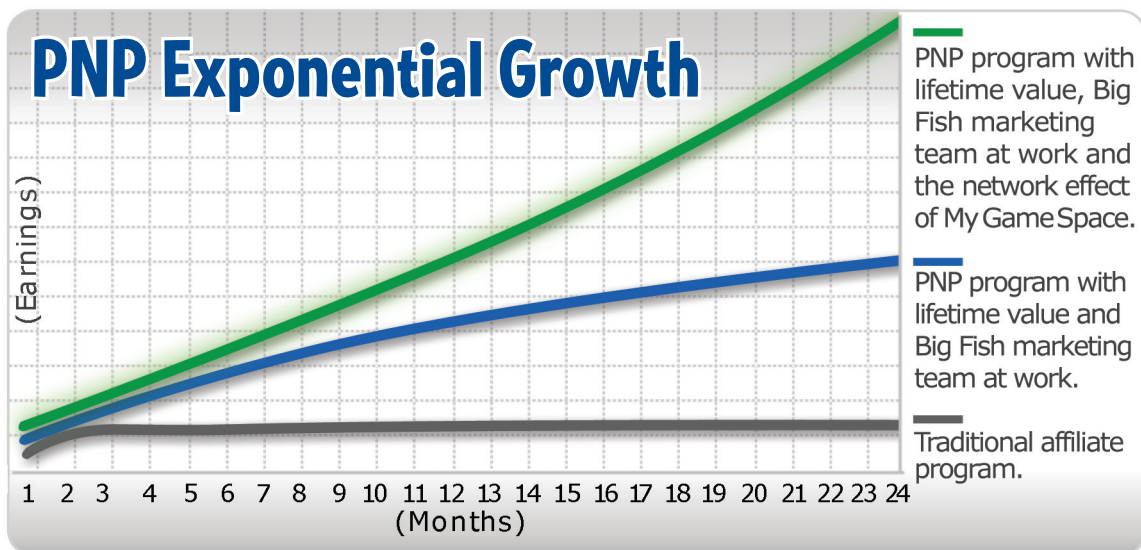
Principal Network Partner Affiliate Program 2.0

The **Principal Network Partner (PNP)** affiliate program is a completely new and powerful take on game affiliate programs. This program is fundamentally different from traditional affiliate programs in several ways:

- You focus on new customer acquisition
- Big Fish Games functions as your marketing and customer retention engine
- You get paid for the lifetime value of the customers you attract
- You earn commissions from the friends your customers refer through My Game Space

Maximizing Customer Lifetime Value

Big Fish Games customers purchased an average of 9.2 games in 2006 – more than four times the industry average. Partners benefit from the increased customer lifetime value provided by Big Fish Games superior installed-base marketing, best-in-class customer service and industry-leading customer retention.



PNP Accelerates Your Growth Exponentially

The result of casual gamers telling other people about My Game Space creates a compounding growth effect that rapidly scales the size of your casual gamer network. Many of the new customers you sign up will refer additional customers, who in turn will refer even more customers. This pattern continues so your network and royalties build over time with no effort or intervention from you.

