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Second Quarter sales of €33.6 million, up 15%

Gameloft achieved consolidated sales of €33.6 million during the second quarter of 2010, up by 15% from the previous year. Europe and North America both represented 34% of the company's sales during the quarter while the rest of the world accounted for the remaining 32%.

During the first half of 2010, Gameloft consolidated sales reached €66.6 million, up by 11% year on year. On a constant exchange rate basis, half-year growth was 10%.

In €millions	2010	2009	Variation
1 st quarter	33.0	30.8	+7%
2 nd quarter	33.6	29.3	+15%
1st half-year	66.6	60.1	+11%

The company's growth accelerated during the second quarter of 2010. This growth was driven by increased market share in traditional Java and Brew phones as well as by the massive success enjoyed by Smartphones around the world. In particular, Gameloft has positioned itself as a leading game publisher on Apple's iPhone and iPad and has seen its sales on the AppStore grow by 113% during the second quarter of 2010.

The recent and future releases of high-performance Smartphones from Apple, Samsung, Nokia and Google should continue sustaining Gameloft's growth in the upcoming quarters. Additionally, the release of new devices perfectly suited for video games such as Apple's iPad should allow Gameloft to continue its diversification on other platforms and provides the company with interesting relays for growth.

Gameloft is therefore expecting continued growth in 2010 in terms of revenue and profitability. In the longer term, Gameloft appears in an ideal position to benefit from the rapid emergence of the digital distribution of video games on mobile phones, tablets and consoles, as well as from major technological innovations brought to the market.

The group's consolidated half-year results will be published on 31 August 2010 after the market closes.

About Gameloft

Gameloft is the worldwide leader in developing and publishing downloadable video games. Gameloft is now positioned, after 10 years, as one of the most innovative companies in its field. The company designs games for mobile phones, smartphones, iPhone, iPod touch and iPad for which the number of units should exceed four billion in 2012. As a pioneer in the new downloadable game console market, Gameloft publishes games for WiiWare, DSiWare, Microsoft Xbox LIVE Arcade and PlayStation Network. Partnership agreements with major licensors allow Gameloft to associate the strongest international brands with such games as *Uno*, *Ferrari*, *Shrek*, *CSI*, *Iron Man*, *Spiderman* and *Sonic*. The company also has its own brand portfolio with established franchises such as *Real Football*, *Asphalt* and *Cerebral Challenge*. Gameloft has locations on all continents, distributes its games in 100 countries and has its own production studios with over 3,500 developers. Gameloft is listed on the Paris Stock Exchange (ISIN: FR0000079600, Bloomberg: GFT FP, Reuters: GLFT.PA).

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