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FOR IMMEDIATE RELEASE

## PlayScreen, LLC Acquires Selected Assets of MyNuMo, LLC

Columbia, MD – November 2010 – MyNuMo, LLC, a Carlsbad, CA-based social gaming company, sold selected assets to PlayScreen, LLC. The McLean Group was the exclusive merger & acquisition (M&A) advisor to MyNuMo.

PlayScreen, LLC, a Maryland limited liability company, provides social, casual and educational gaming titles to the consumer marketplace. President and CEO John Byrne will lead PlayScreen. Joining John are MyNuMo co-founder and CEO Bill Volk and MyNuMo co-founder and CTO Sherri Cuono. At PlayScreen, Mr. Volk will serve as vice president and Chief Creative Officer while Ms. Cuono serves as vice president and Chief Technology Officer.

John Byrne, founder, president and CEO of triCerat, Inc, has spent the greater part of 20 years cultivating his software and new technology fascination. Byrne formed triCerat in 1997 to provide quality software solutions that simplify and enhance the operation of physical and virtual workspace environments. The company's flagship product, Simplify Suite, is a comprehensive package of integrated server management tools that boost the manageability, reliability, performance and security of Microsoft Terminal Services, workstations and virtual environments.

Bill Volk has 25 years' leadership experience in the video game industry. He began his career on Avalon Hill's computer game division's launch team. Avalon Hill is now a subsidiary of Hasbro, Inc. Volk has served as Vice President of Technology at Activision, Inc., where he was responsible for the development of the first CD-ROM entertainment project, The Manhole™. Volk also worked on various creative teams responsible for securing Activision's success, including the highly-acclaimed "Return to Zork"™.

Sherri Cuono has more than 20 years' technical and managerial experience in the software industry, including programming and managing the development of the first multi-player, real money, online casino game. Cuono also served as James Cameron's EarthShipTV's technical producer and interactive engineer. Cuono then founded and managed mobile technology company PhoneFlix, specializing in mobile video compression, playback and delivery.

"We're excited about bringing together the talents and experiences that Bill and Sherri bring to the table and look to further develop current titles available on the iPhone, Android, iPad and Facebook platforms as well as offering new, very creative, attractive and exclusive titles on numerous mobile and social platforms," commented John Byrne on the transaction.

The McLean Group acted as the exclusive financial advisor to MyNuMo. Greg Boucher, Managing Director, was the transaction's lead banker.

### About The McLean Group

The McLean Group, LLC, is a national, middle market investment bank headquartered in McLean, VA providing merger and acquisition (M&A), capital formation, market intelligence, business valuation, litigation support and exit planning services. The firm serves domestic and international clients with a broad resume of successfully consummated financial transactions. Securities transactions are cleared through The McLean Group's affiliate, McLean Securities, LLC, a FINRA Registered Broker Dealer and Member FINRA/SIPC. For more information, visit [www.mcleanllc.com](http://www.mcleanllc.com).

If you would like more information about this transaction, please contact Katie Merchant at (703) 752-9008 or e-mail Katie at [kmerchant@mcleanllc.com](mailto:kmerchant@mcleanllc.com).

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