

Playphone Game Store Expands into Asia With GASH Prepaid Game Cards at 114,000 Retail Outlets

Playphone enters exclusive partnership with prepaid game card leader, GASH, to accelerate expansion into Asia including Taiwan – Android’s 5th Largest Gaming Market

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Playphone®, Inc., a global leader in mobile social gaming and recently acquired by premier game developer GungHo, announced today a partnership with Gamania Digital Entertainment Co., Ltd. (GASH), a leading Asian online game publisher based in New Taipei City, Taiwan. Playphone and GASH are partnering to offer Asian gamers a revolutionary new social gaming experience with the world’s most popular games, a unique set of advanced social features, and GASH prepaid game cards – the preferred local payment method for the region.

Playphone develops and operates social game stores worldwide, offering mobile gamers a single engaging app to discover, download, play and share thousands of their favorite games with friends. Playphone Game Stores are deeply integrated with social features throughout the gaming experience, easily connecting gamers with friends to recommend games, challenge or invite to play, brag leaderboard ranks, and more. Playphone’s gaming platform, with games from over 3,000 global developers, is rapidly expanding distribution in emerging markets.

GASH is the largest online game publisher and digital entertainment platform in Taiwan, and its prepaid card platform is the most widely used game payment system in the region. GASH prepaid cards facilitate mobile purchases of paid games or in-game items without the need of a credit card. Gamers purchase GASH prepaid game cards in varying denominations at over 114,000 retail outlets in Asia. The GASH digital entertainment platform supports over 10 million active users, and current GASH users can now use their prepaid GASH cards to purchase paid games and in-game items from the Playphone Game Store.

“Our partnership with GASH perfectly aligns with Playphone’s vision of providing the best social gaming experience in Asia, where gamers are hesitant to input credit card information into their mobile apps,” said Ron Czerny, CEO and Founder of Playphone. “As a gaming leader in the region, GASH has provided an invaluable contribution to our efforts to tailor our gaming experience to local Asian gamers.”

“We are very excited to partner with Playphone to offer GASH gamers a technically-advanced, personalized gaming experience,” said Simon Lu, Chief Operating Officer of GASH. “And our partnership is a huge win for game developers, who simply upload games to the Playphone Developer Portal for instant access to Asian distribution and the GASH payment solution.”

Game developers add games to the Playphone Game Store simply by uploading their existing Android game file (APK) to Playphone’s Developer Portal (developer.playphone.com). Playphone’s technology automatically integrates the game into the Playphone platform, providing the game with instant access to Playphone’s global distribution channel, preferred local payment solutions including GASH prepaid game cards, and world-class social features.

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