



MEDIA CONTACT:

Kym Lino
Portfolio PR Group
Office: 518.306.4029
E-mail: Kym@portfolioprgroup.com

Adyen Announces Partnership with Lifetime Television's Leading Social Gaming Network, Roiworld

Marlborough, Mass. – April 4, 2011 – Adyen, a premier global e-commerce solutions provider, today announced a partnership with Roiworld, a leading international brand in the casual gaming industry owned by Lifetime Television, a division of A&E Television Networks, LLC (AETN). Roiworld teamed with Adyen to gain access to the e-commerce provider's vast array of unique and fully-customizable solutions including real-time analytics and the ability to adapt payment pages to individual markets worldwide.

Roiworld is a fashion-forward, dressup site with over 50% of its users coming from outside the United States. While much of the site is free-to-play fashion games, Roiworld includes a robust avatar and shopping system that includes micro-transactions. New clothing, accessories and hairstyles are added to the store everyday creating a vibrant e-commerce experience.

"In this economy, more and more companies are looking for ways to cut costs and increase their return on investment, and many are finding that the most effective - and quickest - way to do so, is to improve their online conversion rates," said Peter Caparso, North American President of Adyen.

Adyen's solution is unique in that it will provide Roiworld with not only over 70-different payment options and the most advanced fraud to detection tools on the market. Most importantly, Adyen will host the Roiworld payment page, which means Adyen takes on all PCI liability and thereby all risk associated with online credit card transactions; a feature, offered to every partner, that acts as a safety guard against potential threats, when handling payments over the Internet.

"Roiworld is excited by the prospect of partnering with Adyen to help deliver a solution that will rapidly increase conversion rates internationally," said Lisa Paulson, Vice President of Business Development, Games for AETN. "Roiworld's user base is truly worldwide and being able to provide users the ability to make transactions in their currency and with relevant payment

methods is critical to our success. Adyen's solution gives us the scope and flexibility to grow our international markets."

Adyen, a leading e-commerce provider since its inception in 2006, plans to work with Roiworld to implement top-of-the-line features which allow merchants to identify deceptive payment patterns and set specific parameters to prevent fraudulent payments from occurring. Adyen's team will also work with Roiworld on specific strategies in regards to currencies and payment options by individual country.

Adyen's fully customizable solution will also offer Roiworld real-time financial analytics that will provide the company with a comprehensive data report, regarding individual marketplace transactions to allow for immediate course-correction. In addition, "A/B testing," will allow Roiworld to test individual payment page features, color schemes, language and layouts to determine the highest conversion rates for any given region.

Beyond Roiworld, Adyen's client portfolio includes Vodafone, Badoo, Spil Games, PopCap Games and Getty Images.

About Adyen

Adyen is the leading provider of global Internet payment and e-commerce solutions for mid, large and enterprise e-commerce merchants. Adyen's revolutionary Internet payment solution enables merchant to significantly increase online conversion by optimizing the online payment process. This "one-stop" solution can be implemented within days and connects companies to global customers through a growing offering of payment methods. To learn more, please go to www.adyen.com.

About Roiworld

Roiworld.com is a style portal that provides visitors with a virtual wardrobe where fashion knows no bounds. The site promises users access to over 65,000 fabulous clothing items; from minis to gowns, women will explore, experiment and discover their own sense of style in a fun online game setting.

With the launch of Roiworld.com – one of the leading international brands in the casual gaming arena Roiworld boasts the most sophisticated and artistic virtual dress-up design talent in the world. Roiworld.com provides the perfect setting for women to escape, have fun and share their personalized style ideas with a social network of their fashion-savvy friends.

About Lifetime Television

[Lifetime Television](http://LifetimeTelevision.com) is committed to offering the highest quality entertainment and information programming, and advocating a wide range of issues affecting women and their families. Lifetime Television®, Lifetime Movie Network®, Lifetime Real Women® and Lifetime Digital™ (which includes myLifetime.com, LMN.tv, [Lifetime Games](http://LifetimeGames.com), Roiworld.com, DressUpChallenge.com, MothersClick.com and LifetimeMoms.com) are part of Lifetime

Entertainment Services, LLC, a subsidiary of A&E Television Networks, LLC. A&E Television Networks is a joint venture of the Disney-ABC Television Group, Hearst Corporation and NBC Universal.