



Paris, April 28, 2010

First Quarter sales of €33 million, up 7%

Gameloft achieved consolidated sales of €33.0 million during the first quarter of 2010, up by 7% from the previous year. Europe represented 37% of the company's sales, North America 34% and the rest of the world 29%. By comparison, Europe accounted for 39% of full-year 2009 sales, North America for 32% and the rest of the world for 29%.

In €millions	2010	2009	Variation
1 st quarter	33.0	30.8	+7%

On a comparable exchange rate basis, growth during the first three months of 2010 reached 8%.

The company was very satisfied with the sales growth over the first three months of 2010. This solid performance is due to increased market share in traditional Java and Brew phones as well as to the huge success enjoyed by Smartphones. In particular, Gameloft has positioned itself as a leader on Apple's AppStore with the release of 63 games since July 2008. Apple represented 21% of the company's sales in the first quarter of 2010.

The recent and future releases of high-performance Smartphones from Apple, Palm, Samsung, Nokia and Google should continue sustaining Gameloft's growth in the upcoming quarters. Additionally, the release of new devices well suited for video games such as Apple's iPad will allow Gameloft to continue its diversification on other platforms and should provide 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 seems 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 by companies such as Apple, Samsung, Nokia or Google.

Sales for the second quarter of 2010 will be published on July 28, 2010.

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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