

Report on Press-Release Promotion

Objective: Announce release of PlayClaw 1.6 in online IT editions

Date: 26 October, 2009

Time: 10.00-12.00 (Moscow time)

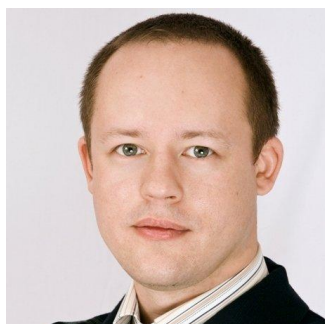
Result: see below

Edition	Visits / Day
Tom's Hardware Guide / Russian Edition	45.251
Computer Magazine F1CD	9.649
iToday.ru	7,029
Computer newspaper "Nestor"	6.678
Ruformator.ru	5.113
Computer magazine Hard'n'Soft	1.471
IT World	353

+1 request for a free publication of PlayClaw on Cover CD of Home PC magazine (ITC Publishing)

The count of visits per day was calculated at www.statbrain.com.

About Ivan-Pr.com



Ivan-Pr.com is the Russian translation provider with a unique expertise in software. We offer a range of communication services in the area of translation, copywriting and press-release distribution for software vendors and Internet project owners, looking for visibility in the Russian Internet. The service was founded by Roman Korolenko. He began as a translator and press-release writer for the software vendors from the SWRUS community in 2004 where he worked for a local PR service. He continued his work in SWRUS upon completion of his work as a PR writer in March 2008 and started his own Russian translation service at Ivan-Pr.com. In May 2009, Ivan-Pr.com received official accreditation from SWRUS and was recommended as a provider of translation and copywriting services. This official recognition allows Ivan-Pr.com to take its place

among a select group of service providers that are noted for high quality service in their fields.

Our services include:

1. Russian translation of marketing collaterals: press-releases, marketing articles and ads
2. Russian translation of websites, localization of software and technical documentation
3. Copywriting, distribution of press-releases

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