For Immediate Release
July 28th, 2010

Guild Launch Introduces 360° Security Initiative

RICHMOND, VA — July 28, 2010 — Today Guild Launch has introduced the 360° Security Initiative to further protect and educate Guild Launch customers regarding account security and to highlight the systems and processes that Guild Launch employs to provide an industry leading level of protection for their customer account information. The new initiative includes the addition of SSL secured logins, an informational account security page, at http://www.GuildLaunch.com/about/security/, and the company's enrollment in the McAfee SECURE™ 3rd party verification program.

"Account security is a shared responsibility for Guild Launch and our customers. We want to make our customers aware of the steps we take on their behalf, while also educating them on the critical and ultimately most important steps that they must take to keep their account information secure" said CEO Stephen Johnston, "The 360° Security Initiative includes all of these important elements."

Guild Launch plans to use the initiative to educate their customers on their important role in account security which includes strong passwords, keeping account info private, minimizing reuse of passwords and awareness of phishing sites and emails. In addition to these priorities customers will be educated on the steps that Guild Launch takes to protect any information that customers provide to the company.

"This effort compliments Blizzard, Frogster and other developer's recent activities to educate their customers on account security," said Customer Experience Manager Michael Bilter, "but given our position as a provider of services to nearly 2 million gamers in more than

180 online games we are uniquely positioned to assist a wide sampling of gamers to increase their online security."

About Guild Launch

Guild Launch is the leading provider of services to guilds, kinships and clans in over 180 online games. Guild Launch's easy to use, customizable, Guild Management System supports a finely tailored set of features focused on the needs of Massively Multiplayer and FPS gamers. Features include social networking, DKP, Forums, Calendar Planning, Roster Imports, Newsletters and a high degree of customization and security unmatched in the industry.

About McAfee SECURE™

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For more information on Guild Launch:
http://www.GuildLaunch.com/