![The Cybersmile Foundation logo]

THE CYBERSMILE FOUNDATION

PRESS RELEASE

Cybersmile and Pixelberry Studios raise $350,000 in donations, increasing game revenue for High School Story

Since Cybersmile partnered with Pixelberry Studios on High School Story, the game has seen a significant increase in user uptake and revenues.

PALO ALTO, CALIFORNIA, AUGUST 1, 2014 - The gaming partnership between Cybersmile and Pixelberry Studios has raised $350,000 following a successful campaign that significantly boosted revenue for the game.

In High School Story, players build their dream high school from the ground up, plan social and academic events, arrange dates and build friendships. Along the way, players meet a young cyberbullying victim named Hope and help her stand up to the bullies. Using sensitive, realistic messaging developed by The Cybersmile Foundation, players get to practice effective cyberbullying prevention techniques in-game.

Following the launch of the campaign, High School Story has been covered extensively in the media. A contest was also launched on the High School Story platform with One Direction to raise awareness of the partnership which received over 800,000 entries. Winners were awarded concert tickets along with exclusive One Direction items.

"Partnering with Cybersmile has been an amazing experience. After announcing our partnership we saw a 16% increase in player numbers and an 18% increase in revenue. They have been incredibly responsive to work with, helped us grow our social media presence and because of our partnership with them – news of our story has been published through media outlets such as The Washington Post, International Business

Times and VentureBeat. They effectively used celebrities to tweet about our partnership reaching millions of people and even arranged for One Direction to be involved in our game. Most importantly, knowing that our partnership has changed and even saved lives has been incredibly rewarding," - Oliver Miao, CEO, Pixelberry Studios.

Tens of thousands of Cybersmile-themed items have since been purchased after the launch of the partnership, raising donations for Cybersmile.

"Teens spend huge amounts of time playing games, and it's wonderful to be able to provide the help, support and resources that they need to deal with cyberbullying through High School Story. The money that Pixelberry is donating to Cybersmile is an example of how games can not only serve to teach teens, but also support nonprofits like ours and tackle larger social issues. The support of Pixelberry is enabling us to reach more victims of cyberbullying. With the money they are raising, lives have been, and will be saved," - Scott Freeman, CEO, The Cybersmile Foundation.

Pixelberry's donations will enable Cybersmile to offer around the clock online help, supporting and advising vulnerable cyberbullying victims wherever they are in the world.

To find out more about Cybersmile's support services log on to the Help Center for further information.

ABOUT THE CYBERSMILE FOUNDATION

The Cybersmile Foundation is a multi award winning non-profit organization committed to tackling all forms of digital abuse and bullying online. They work to promote diversity and inclusion by building a safer, more positive digital community and encouraging people to realize their full potential.

Through education and the promotion of positive digital citizenship, The Cybersmile Foundation reduces incidents of cyberbullying and provides professional help along with support services to children and adults.

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The Cybersmile Foundation is an international non profit organization registered as a 501(c)3 not-for-profit organization in the U.S. and as a registered charity in the U.K. (No.1147576)