

**PICTOGAME® LINE DRIVER™,
WHERE SOCIAL GAMING MEETS AUTO RACING**

Paris, June 23, 2008: zSlide® innovates in social gaming with “Line Driver™”, its latest Pictogame® installment

PICTOGAME is a social gaming web-site launched by French company zSlide in 2007. Its content is created by the gamers themselves and by independent game creators.

Pictogames are free flash games which can be entirely customized and enjoyed by anybody. These games can be published on blogs and social network profiles and can be played on any Web Browser.

One year after it was launched, over 400,000 games have been created thanks to the customization tools available on the web-site and 4 million games are displayed each month on 20,000 blogs worldwide. PICTOGAME is also known for the Facebook application “I KICK YOU” which enabled 500,000 entertained users to blow some steam by kicking their facebook friends' rear.

PICTOGAME still pushes the user-generated games envelope by launching “LINE DRIVER™”, a collaborative racing game in which users can create their own tracks with just a few mouse clicks. It offers people an easy way to challenge their friends with their best lap times on their own tracks.

According to the managing director of zSlide, Bruno Carsenti: “Creating your track with Line Driver is as easy as drawing a line on a piece of paper. So why not try and draw a perfect replica of the Monaco GP track if you feel like it? That’s the catchy aspect of Line Driver, it is really easy to use and once the track is drawn, you want to share it with your friends at once.”

In just a few weeks, the racing game LINE DRIVER™ has already recorded 12,000 different tracks created by Web users.

Thanks to its success in social gaming, PICTOGAME keeps attracting more and more independent game developers while generating a community of confirmed players.

About zSlide®

Specialized in Web applications development, social networks and digital media, zSlide® offers its services in social gaming to partner web-sites and advertisers. zSlide® is a French company located in Paris. It was founded in 2000 by two Engineers, Louis Choquel and Bruno Carsenti. They lead a team of thirty highly qualified employees.

Web release: tinyurl.com/3s7dbe

Line Driver™ official blog: linedriverofficialblog.blogspot.com

Pictogame web-site: www.pictogame.com

Corporate web-site: www.zslide.com

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