



PRESS RELEASE

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RaLight Software S.L., part of RaLight Solutions Group, the digital production Spanish company specialised in videogames, announces the recent acquisition of part of Brazilian brand Joystickt, the new retention and engagement technology that gives users one more reason to love any game.

As part of RaLight Software's continuing search for new innovations in the entertainment market, the new acquisition of Joystickt will impact in the business growth of game developers, as it will improve the acquisition and retention of new users. Thanks to a reward mileage program-like system, players are given virtual Tickets after completing certain events in the game, to be exchanged for actual products of the Joystickt shop catalogue. Besides Brazil business, RaLight Software will lead the Joystickt European project.

"Being in the gaming industry for some decades and after becoming App developers for more than 5 years now, we know that main issue any developer encounters after releasing a new game is how to gain and keep users engaged with their product. Joystickt is a new tool, compatible with the most popular platforms like iOS, Android and Unity3D via SDK and many others via API, that will give players a new reason to stay: the opportunity to be rewarded beyond the game experience. And that's is why we have invested in this new technology", says Javier Rodriguez Co-Founder and Creative Director.

"It's a win-win proposition: developers will attract, retain and reward new users with a customisable variety of events in their games, and players will want to stay there because the more they interact with the product the better gifts they will be given. But Joystickt is more than just a new App SDK, because it can be escalated to any other digital platform to "gamify" user experiences outside games. That means for instance that we could see Joystickt integrated in a digital Bank system or e-commerce to reward the users every time they visit the site, examine products, recommend a purchase in the social media or any other event: The possibilities are endless", adds J. M. Louro, Co-Founder and Sales Director of the Group.

Fernando García, CEO of Joystickt Brazil has declared: "We are very proud of our technology and very happy that RaLight Software has come on board to expand the product specially in Europe in order to help developers to achieve their targets with their apps. We expect Joystickt to become a growing community in the near future, and not only in the gaming market".

After a successful beta version program in which Joystickt integration ramped up 40% retention of participant apps after 7 days, gaining 60% more users sessions, the final product will be available for developers in May 2015. RaLight software and Joystickt will attend Game Connection America in San Francisco at the end of this month to show this new technology to developers and partners.



About RaLight Solutions Group:

RaLight Solutions Group, founded in 2010 by Francisco Javier Rodríguez and José Manuel Louro, two professionals with over 30 years of combined experience in the videogames industry, is formed by three companies:

RaLight Solutions – Worldwide trading and distribution of consoles, videogames, accessories and merchandising.

RaLight Software - Creation, development, production and publishing of digital content. RaLight Software is a member, among other organisations, of The Academy of Interactive Arts and Sciences of Spain, DEV (Spanish Game Development), SPANISH GAME HUB and ACIGAMES Brazil. “Push-Cars”, “Eviana”, “Animals Together”-or “Triviador España” are some of RaLight Software productions.

RaLight Shopping - e-commerce group with official stores in marketplaces like Ebay and Amazon, under the The Shop Gamer trade name.

The group has other lines of business activities in countries like Brazil, Mexico, USA, China and Arab countries.

For more information about RaLight Solutions Group's activities please visit and follow:

Official Website: <http://www.ralightsolutions.com>

Facebook: <http://www.facebook.com/RaLightSolutions.RLS>,

Twitter: @_R_L_S_

Instagram: @TheShopGamer

Contact e-mail: rls@ralightsolutions.com.

About Joysticket Brasil:

Joysticket is a Brazilian based company that provides user engagement and retention in a brand new way to mobile Apps. Since 2014, Joysticket has consistently gained users and improved results distributing real rewards for frequent users. For more information on Joysticket visit <http://www.joysticket.com>.

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