

## 2004.8.10 / Gamania July 2004 Net Sales Report

### Gamania Reports 2004 July Sales Revenue

Gamania Digital Entertainment Co., LTD. today announced July 2004 Sales Revenue ending July 31, 2004.

#### Sales Report

Unit :NT\$ thousand

	2004	2003	Growth Amount (YoY)	Growth Rate (YoY)
Net Sales for July	202,049	164,090	37,959	23.1%
Net Sales from January through July	1,246,890	1,111,942	134,948	12.1%

#### July 2004 Results: Comparison Highlights

1. Net Sales in July 2004 were NT\$202.1 million, an increase of 23.1% from NT\$164.1 million in July 2003.
2. Net Sales in July 2004 rose NT\$27 million compared with June 2004, representing a 15.5% MoM increase. The increase was mainly due to the rise in online-game sales, strong demand for "Lineage" game packages and newly published online-game guide books
3. Accumulated Net Sales from January through July 2004 were NT\$1,246.9 million, representing a 12.1% YoY increase, compared with the accumulated Net Sales of NT\$1,111.9 million over the same period in 2003.
4. NC Taiwan currently operates "Lineage II" for the territory of Taiwan and Hong Kong. Its online-game sales in July rose NT\$6 million to NT\$49 million, representing a 14% MoM increase. Conversely, online-game package sales decreased in July because the update game packages are on sale starting in June, ready for the launch of "Lineage II - Chronicle" in July. Overall, NC Taiwan's total Net Sales in July were NT\$53 million, which declined NT\$15 million, compared to Net Sales in June. Taiwan Index currently operates three MMORPGs: "Seal Online", "N-Age" and "CRONOUS". Taiwan Index reported Net Sales in July of NT\$35.8million, which increased NT\$1.8million compared to Net Sales in June.