



P R E S S R E L E A S E

Andreas Pritzlaff becomes Executive Director Of Operations (COO)

Hamburg, 01 September 2010: **ATLAS Interactive Deutschland GmbH has appointed with immediate effect its long-time employee, Andreas Pritzlaff to COO. In this capacity, Pritzlaff becomes Executive Director of Operations and will take responsibility for the business operations including product management, purchasing, business development and customer care.**

Marco Priewe, Managing Director of ATLAS, "Mr. Pritzlaff has in the past two years contributed significantly to the development of Mobile Solutions and has several years of experience in the telecommunications industry. I am pleased that our management team consisting of Andreas Syska-Funk and I could expand further with Mr. Pritzlaff, an important member. "

About ATLAS Interactive Deutschland GmbH

Since its founding over 15 years ago, ATLAS Interactive has not only pioneered the micropayment industry but has also built the necessary relationships to bring their wide range of clients the solutions, products, rates, and customer service they deserve in over 70 countries. With offices in Hamburg, Cologne, London, Beirut, and São Paulo, ATLAS Interactive reaches a large part of the globe. During the last few years, ATLAS Interactive has been heavily focused on the gaming industry working with some of the top online gaming companies in the world. It is due to this reason that ATLAS Interactive is one of the most trusted sources for all things micropayment.

In 2010, ATLAS Interactive introduced several new solutions and products that will further increase the customer experience and satisfaction. kanzaloo is the all-in-one micropayment solution. ATLAS Interactive has also launched Vreach which can be used for in game alerts. When one of your users has been away from the game, you can have an automated message calling the user in a characters voice to remind him/her of the game and offer special deals. Furthermore, ATLAS Interactive offers you the opportunity to publish your games on the portal tasalla.me, targeting a wide audience throughout the Middle East. All marketing and localization will be handled by ATLAS Interactive Middle East.

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