



July 9, 2014
NEXON, Co., Ltd.

Nexon Announces Partnership with Legendary Designer Cliff Bleszinski

Boss Key Productions Founded to Bring Next-Generation FPS Title to the Free-to-Play Market

LOS ANGELES and RALEIGH, N.C. – July 8, 2014 – NEXON Co., Ltd. (“Nexon”) (3659.TO), a worldwide leader in free-to-play online games, today announced that its wholly owned subsidiary Nexon America Inc. (“[Nexon America](#)”) has entered into a strategic partnership with Cliff Bleszinski, the videogame designer affectionately called “CliffyB” and “Dude Huge” by legions of fans. Earlier today, Bleszinski also announced the news of his long-awaited development studio, [Boss Key Productions, Inc.](#), and its first game, a free-to-play first-person shooter (FPS) code-named BlueStreak, via Twitter ([@TheRealCliffyB](#)). As a part of the partnership, Nexon has acquired a minority stake in Boss Key and the exclusive worldwide publishing and marketing rights to BlueStreak, which will be managed through Nexon America. Additional terms of the agreement were not disclosed.



“Cliff is one of the most innovative and renowned game designers of our time, and his reputation for creating genre-defining games that inspire a dedicated fan base is well-earned,” said Owen Mahoney, president and chief executive officer, Nexon. “Players across the world have eagerly awaited Cliff’s next move, and we’re delighted to partner with Boss Key to bring the next generation of first-person shooters to market. Cliff shares our unwavering commitment to delivering players the absolute highest-quality game-play experience.”

Bleszinski, best known for his work on shooter titles such as *Unreal Tournament* and the *Gears of War* franchise, which grossed over \$1 billion in sales, has been eager to return to his roots and create a “proper” first-person shooter since departing Epic Games in 2012. Founding Boss Key and assembling a world-class team are the first steps towards realizing that goal.

“Creating fun and memorable shooters is in my DNA, and making the move to free-to-play games is all about maximizing the potential audience for your title while embracing where the industry is headed,” said Bleszinski, founder and chief executive officer, Boss Key. “No one knows the free-to-play market better than Nexon, which is why they were the obvious partner to publish BlueStreak. It’s a game and concept I think will really resonate with players who

have been clamoring for a new take on an old favorite. After all, I've had a year and a half to plan it.”

Boss Key is currently accepting resumes via recruiting@bosskey.com for those interested in applying to work on the game.

About NEXON Co., Ltd. <http://company.nexon.co.jp/>

NEXON Co., Ltd. (“Nexon”) (3659.TO) is a worldwide leader in free-to-play online games. Founded in Korea in 1994, Nexon developed one of the world's first graphics-based massively multiplayer online games. Nexon also pioneered the concept of microtransactions and the free-to-play business model, setting a new standard in which play is free, and users have the option to purchase in-game items to enhance their experience. Nexon currently services nearly 150 games in more than 100 countries and since its founding, Nexon has generated more than 1.5 billion player registrations. The Company is headquartered in Tokyo, Japan and its shares are listed on the Tokyo Stock Exchange.

About Nexon America, Inc. <http://www.nexon.net/>

Nexon America, Inc. is a wholly-owned subsidiary of NEXON Co., Ltd. Based in Los Angeles, the company's growing library of titles includes the classic side-scrolling MMORPG *MapleStory*, action-packed combat MMO *Vindictus* and the upcoming online shooter *Dirty Bomb*, which will launch later this year. As part of its expanding presence in the Western free-to-play market, Nexon America is also publishing *Human Element*, the highly anticipated first game from Robert Bowling's Robotoki; has worldwide publishing rights to the first game from Brian Reynolds' SecretNewCo; is publishing an unannounced title from United Front Games in 2015; and has an exclusive worldwide, multi-product, multi-year publishing deal with John Schappert's Shiver Entertainment.

About Boss Key Productions, Inc. <http://bosskey.com/>

Boss Key Productions, Inc. is a North Carolina videogame studio based in the heart of downtown Raleigh and focused on bringing AAA product to the free-to-play market. Founded in 2014 by videogame legend Cliff Bleszinski, Boss Key is working on its debut title, a free-to-play First Person Shooter code-named 'BlueStreak'. Boss Key is represented by Ophir Lupu of United Talent Agency and attorney Wayne Kazan at Weintraub, Tobin, Chediak, Coleman and Grodin.

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