



## FOR IMMEDIATE RELEASE

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### **Gala-Net Joins Socialwise's Roster Of Online Gaming Partners – BillMyParents To Be Available To 20 Million Registered Gamers**

*Unique Payment System to Enable Teen and Tween Players to Purchase Premium Memberships and gPotato Virtual Currency without the Need for a Credit Card*

**San Diego, CA – July 20, 2009** – Socialwise, Inc. (OTCBB: SCLW) and [Gala-Net, Inc.](#) today announced that the BillMyParents payment system will be offered as a payment option on the [gPotato](#) gaming portal. By adding gPotato's six online game titles and nearly five million registered users to existing BillMyParents online gaming partners, Socialwise will soon have the ability to provide payment services to more than 20 million registered gamers.

Through the gPotato partnership, teens and tweens will be able to use BillMyParents to purchase accessories and virtual currency for game play upgrades within gPotato's virtual world. Once a player has made his selections, BillMyParents sends a notification to a parent or other adult guardian via email or mobile text. Parents can approve or deny each request individually or as a group, and communicate directly with the child through the BillMyParents chat option. To complete the transaction, the parent simply enters his or her credit card information. The entire BillMyParents process can be completed within minutes, and prevents the child from gaining access to sensitive credit card information or other personal details.

"As we integrate new partners over the next few months, we will gain exposure to a rapidly growing number of gamers currently totaling roughly 20 million registered users," noted Jim Collas, CEO of Socialwise, "and we believe online gaming represents a significant opportunity to expose BillMyParents to our target teen and tween demographics."

#### **BillMyParents**

BillMyParents is the innovative new youth payment system that lets teens and tweens shop online without a credit card, while giving parents the ability to easily track and control their teen's spending. With a simple email request and approval system, BillMyParents provides the independence young people crave and the control over spending that parents want - while ensuring that credit card numbers and personal information are kept safe and secure. BillMyParents is currently available as a payment system in select online retail environments, in addition to social network, virtual world and online gaming Web sites. Partners in the gaming world include Artix Entertainment, Habbo, and Outspark. BillMyParents is a division of Socialwise, Inc. For more information: [www.billmyparents.com](http://www.billmyparents.com).

#### **Gala-Net**

Founded in 2004, Gala-Net, Inc. together with its European subsidiary, Gala Networks Europe, Gala-Net is a leader in the thriving free-to-play online games in the western market. Headquartered in Sunnyvale, Calif., Gala-Net's diverse service portfolio includes Flyff, Rappelz, Tales Runner, Luna, Aika, and Allods. Through the games portal (<http://www.gpotato.com>) gamers can play any of Gala-Net's games for free, as well as buy in-game currency and virtual items for any of its games.

**About Socialwise, Inc.**

Socialwise™, Inc. (OTCBB:SCLW) is headquartered in San Diego, CA. For more information: [www.socialwise.com](http://www.socialwise.com).

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