

AOL to Unveil Games

By JARED SANDBERG | Staff Reporter of THE WALL STREET JOURNAL

NEW YORK -- America Online Inc. is expected to announce Tuesday a new service for on-line game players that requires them to pay extra to play.

"This is the first in an ongoing series of major announcements of being able to take the talent and infrastructure that we have and apply it to creation of highly valued cross-platform brands...", said Ted Leonsis, CEO of AOL Studios.

Unlike those services, which have tens of thousands of subscribers who are mostly die-hard game fans, the new AOL service will try to appeal to a mass-market audience, including the service's more than eight million members.

"As the leader in online social entertainment, we are committed to bringing the mass consumer audience innovative and compelling interactive entertainment that makes WorldPlay the most well-stocked 'fun button' on the Internet," said Dean DeBiase, WorldPlay Entertainment's CEO. "We think we've got the perfect types of environments supporting advertising and sponsorship going beyond banner ads," said DeBiase