



FOR IMMEDIATE RELEASE

BillMyParents Media Relations Contact:
Casi Kneebone; 310.601.7132; casi.kneebone@bitepr.com

SocialWise, Inc. Investor Relations Contact:
Soames Haworth; 858.764.4346; shaworth@socialwise.com

Gala-Net, Inc. Media Relations Contact:
Patrick Paik; 408.990.7800; ppaik@gala-net.com

BillMyParents Goes Live with gPotato and Artix Entertainment's AdventureQuest Worlds Offering Millions of Teens and Tweens a New Payment Option

San Diego, CA – August 16, 2009 – Socialwise, Inc. (OTCBB:SCLW) today announced that its [BillMyParents](#) youth payment system has launched with the first two of five previously announced youth gaming partners. BillMyParents is going live with Artix Entertainment's AdventureQuest Worlds (www.AQ.com), one of several web-based games owned by Artix Entertainment, and Gala-Net's gPotato online games portal (www.gpotato.com). This marks the first time BillMyParents is available on third party sites. BillMyParents also expects to launch with Habbo, Outspark, and other yet-to-be announced online youth gaming sites in the near future. This launch with two significant youth gaming partners marks the beginning of the company's multi-phased plan to quickly build a user base across multiple markets and establish BillMyParents as the leading youth payment system.

BillMyParents is now available to millions of gamers who play on Gala-Net's gPotato online games and Artix Entertainment's AdventureQuest Worlds. Teens and tweens can use BillMyParents to purchase virtual goods and virtual currency for game play upgrades inside Gala-Net's gPotato online game portal and Artix Entertainment's AdventureQuest Worlds' virtual game worlds. The innovative BillMyParents payment system makes purchasing items an extremely simple process. Once a player has made their selection, BillMyParents sends an email notification to their parent, requesting approval of the purchase and completion of the transaction. The parent then has the option to deny their child's request or to use a built-in chat function to ask for more information before making a final decision. To complete the transaction, the parent simply enters their payment information. The whole process can be completed within minutes without the teen ever gaining access to sensitive credit card details or other personal information.

"This aggressive drive into the youth gaming market is the beginning of our multi-phase plan to quickly build a user base, which can be leveraged across multiple markets," commented Jim Collas, CEO of Socialwise. "Launching with Gala-Net and Artix Entertainment is a key step that builds on our long term strategy to become the most convenient and secure payment option for youth oriented online games. This is the first of several integrations planned in the coming weeks with other partners that will expose BillMyParents to a large number of teens and tweens in the online gaming space."

About 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 spending. BillMyParents is currently available as a payment system in selected online retail environments, in addition to social network, virtual worlds and online gaming Web sites. BillMyParents is a division of Socialwise, Inc. For more information: www.billmyparents.com.

About Socialwise, Inc.

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

About Gala-Net, Inc.

Founded in 2004, Gala-Net, Inc. and its European subsidiary, Gala Networks Europe, is a global leader in the thriving free-to-play online gaming industry. Headquartered in Sunnyvale, CA, Gala-Net's diverse gaming portfolio includes Flyff, Rappelz, Luna, Tales Runner, Allods, and Aika. Through the gPotato Game Portal (<http://www.gpotato.com>), gamers can play all of Gala-Net's games for free, as well as buy gPotato currency and virtual items for all of its games.

About Artix Entertainment

Artix Entertainment LLC, is a privately held, game development and publishing studio that specializes in creating online, browser-based, anime-style, role-playing Flash games with a distinctive visual style and high-quality game play. Artix has developed a range of games with storylines that are based in the fantasy, sci-fi, and adventure genre. Content within the games is updated on a weekly basis creating a compelling experience which keeps users coming back frequently for new content and story lines. For more information: www.artixentertainment.com.

Certain statements contained in this press release are "forward-looking statements" within the meaning of federal securities laws, including, without limitation, anything relating or referring to future financial results and planned business activities. Such statements are inherently subject to risks and uncertainties, which include, without limitation, those in Company reports filed with the SEC. The Company can give no assurance that such expectations will prove correct. Future events and actual results could differ materially from those statements.

#