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China's Shanda ties up with Zapak Digital Entertainment

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CHINA'S leading interactive entertainment media major Shanda Interactive Entertainment Limited has announced that it has granted an exclusive right to Zapak Digital Entertainment Ltd for operation of Shanda's in-house developed online racing game Crazy Kart in India.

Zapak is India's leading full-service gaming company under Reliance Entertainment, which is a subsidiary of Reliance ADA Group, one of India's three largest privately held companies.

Crazy Kart is currently under closed-beta testing in India and is expected to enter commercial operation in the second quarter of 2008.