

I-play Gains Yardage with SI™ 2005 Football Trivia Launch 1st SI™ Trivia Titles Now Available

San Mateo, CA - April 4 2005: I-play, the mobile games company, today announced the launch of its first title in a range of SI™ sports trivia mobile games, SI™ 2005 Football Trivia.

I-play is working with SI MOBILE to bring this hugely successful brand to wireless gamers via developing and publishing a range of SI MOBILE titles, the first of which is SI™ 2005 Football Trivia. This inaugural release will be followed later in the year by the launch of 2005 SI™ Sports Trivia Challenge, a general U.S. sports trivia game with up-loadable, topical question packs. Also in the pipeline are SI branded action and fantasy sports titles.

SI™ 2005 Football Trivia, which debuts on Sprint PCS and shortly thereafter will be available from leading wireless network operators and portals across the United States, blends core elements of grid-iron football and trivia gameplay to create a fun, challenging mobile game, which will be welcomed by sports trivia fans around the country.

Players of the game can choose offensive or defensive play and then answer a series of challenging trivia questions to literally move the pigskin down the field. How well the play is executed depends on how many questions are answered correctly: Get a string of right answers and you might complete a long pass or break a long run; get too many questions wrong and you risk interceptions and fumbles. Skillful play calling and a mastery of football trivia will see players victorious.

SI™ 2005 Football Trivia hosts a number of subscription-based network-connected features giving gamers exclusive access to monthly updated question packs approved by SI's statistics experts. In addition, players can view and post high-scores on WAP and web-based leader boards via dedicated SI-branded microsites, challenging friends to see who can get the highest score. I-play will also assist wireless network carriers in organizing tournaments around the game, offering a variety of prizes to the best football trivia champions across the nation.

"SI is excited to see the first mobile gaming incarnation of its brand. We see this medium as an important growth area in the coming years and believe we have chosen one of the best mobile content partners in this space," said Jeff Price, VP/Chief Marketing Officer at SI.

Paul Maglione, Senior Vice President of Publishing and Marketing for I-play commented, "SI is the unquestioned leader in sports information for millions of people every week; sports trivia is a source of hours of entertainment for sports fans; and we are of course delighted to be able to combine the two in this unique mobile game title."

For more information on SI™ 2005 Football Trivia and other I-play products, please visit www.I-play.com.

About I-play

I-play, the mobile games company, brings the best in mobile entertainment to a mobile gaming audience of half a billion people via mobile operators, retail stores and online portals, including www.iplay.com. I-play has been creating mobile games since 1998 and continues to spearhead the creation of games for the next generation. As one of the world's longest established and respected creators of mobile games, the I-play brand stands for quality and the best in mobile game development. Working with the best media and entertainment brands, I-play is 100% focused on mobile games, and dedicated to fulfilling the promise of the mobile phone as the first truly mass-market electronic games platform.

I-play's investors are Apax Partners and Argo Global Capital. I-play is headquartered in London, with European Regional HQ in Dunfermline, Scotland and North American Regional HQ in San Mateo, California as well as sales offices in Paris, Munich, Madrid, New York, Fairfax, Sao Paulo and Singapore.

For more information, please call +44 (0) 20 7901 1760 or visit us at www.iplay.com

I-play is a trademark and trading name of Digital Bridges Limited.

About SI

SI is a full-service sports media brand that takes the consumer into the heart and soul of sports. The SI franchise is anchored by SPORTS ILLUSTRATED, the most respected voice in sports journalism which reaches a weekly audience of more than 20 million adults, and SI.COM, the magazine's 24/7 sports news website that delivers more than 150 original stories to its users each week. The SI franchise also includes SPORTS ILLUSTRATED FOR KIDS (sikids.com), a monthly magazine targeted to kids age 8 and up; SPORTS ILLUSTRATED ON CAMPUS (si.com/sioc), a weekly chronicling college sports and the college sports lifestyle delivered to more than one million students through their campus newspapers; SI PRESENTS the magazine's specialty publishing division; as well as SI BOOKS, SI PICTURES, SI PRODUCTIONS, SI MOBILE and SI EVENTS. Founded in 1954, SI is a division of Time Inc., the world's leading magazine publishing company and a subsidiary of Time Warner.