

Digital Media Wire, I-play, Nokia and QUALCOMM Announce Launch of Mobile Games Insider

Los Angeles, CA (June 19, 2007) -- Digital Media Wire today announced the launch of Mobile Games Insider, an exclusive mobile games event for 100 of the industry's key movers and influencers. The event, which is being produced with the support of three key industry players, I-play, Nokia and QUALCOMM, will be held at a private beach club in Santa Monica, CA on the afternoon of July 10. Event details: www.mobilegamesinsider.com.

The event's goal is to explore the \$3.3 billion mobile games industry, highlight the opportunities and draw awareness to the challenges needed to be collectively overcome for the industry to progress to a mass market phenomenon. "While most of the media attention is focused on the PC and console games markets, we believe that there is a huge opportunity in mobile games," said Event Co-Chair and Digital Media Wire CEO & Publisher Ned Sherman. "This event is designed to focus attention to this growing sector, which is estimated to reach \$10 Billion by 2009, and bring together the industry's key leaders for an intimate gathering to discuss the opportunities and challenges before them."

The event schedule involves a compact afternoon, with a focused program of two panels and two one-on-one interviews, drawing upon the expertise of leaders from mobile games publishers, platform owners and brand owners.

David Gosen, CEO of I-play commented: "Mobile games are not only a significant part of the overall games market today, but we believe mobile is the mass market entertainment device of the future. This event brings together the people that drive this industry forward, in an environment that will stimulate debate that will help progress this industry through vision and insight into the challenges we face."

Confirmed speakers include:

Greg Ballard, CEO, Glu Mobile

Levi Buchanan, Editor-in-Chief, IGN Wireless

Eric Goldberg, Managing Director, Crossover Technologies

David Gosen, CEO, I-play

Lucy Hood, CEO, Jamba

Seamus McAteer, Chief Product Architect & Senior Analyst, M:Metrics

Billy Pidgeon, Games Manager, IDC Consumer Markets

Dr. Mark Ollila, Director of Technology & Strategy, Games, Multimedia, Nokia

Michael Pachter, Managing Dir., Ent. Software Research, Wedbush Morgan Securities

Larry Shapiro, EVP & GM, Domestic Mobile Content, Walt Disney Internet Group

Mike Yuen, Senior Director, Gaming Group, Qualcomm Internet Services

Participation in the event is by invitation only. To request an invitation, please contact games@digitalmediawire.com. For more information, please call (310) 855-0033.

About Digital Media Wire, Inc:

Digital Media Wire is a news and publishing company serving the digital entertainment & media industry since May 2000. Digital Media Wire's publications and websites include the DMW Daily newsletter, the DMW news and community portal (www.dmwmedia.com), the Digital Entertainment & Media Directory (www.digitalentertainmentdirectory.com), and the Project Millennials Blog (www.projectmillennials.com). Digital Media Wire also produces a series of conferences and events featuring the leading executives in digital media and entertainment, including LA Games Conference (www.lagamesconference.com), Future of Television (www.televisionconference.com), Future of Film (www.lafilmconference.com), The Millennials (www.millennialsconference.com), Digital Music Forum East and West (www.digitalmusicforum.com) and Digital Media Conference (www.digitalmediacconference.com). For more information, please visit: www.dmwmedia.com.

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