

I-play Portal Launches on Telefonica's 'emocion'

MADRID, Spain & LONDON- April 14, 2005 -- I-play, the mobile games company, today announced that its brand is launching on emocion, Telefonica movistar mobile content channel. This marks a significant change in its presence on Telefonica Moviles Spain, where it has until now appeared un-branded under its games section. Last week the company changed its identity from Digital Bridges to I-play and launched its mission to make mobile gaming the world's most popular form of electronic gaming.

From today, Telefonica Moviles customers will be able to log onto emocion, search under 'Games' and go directly to I-play's portfolio of games. From there, mobile gamers will be able to download an array of popular titles, including, EA SPORTS 2005 FIFA FOOTBALL, Robocop and Pink Panther, amongst many others. Mobile gamers will also be able to enjoy I-play's connected titles: EA SPORTS 2005 Tiger Woods PGA Tour, Colin McRae Rally 2005 and 2 Fast 2 Furious, which allow mobile gamers to post scores and download a shadow of their friends' performances to play against.

Telefonica Moviles initiative will allow I-play to manage the launch of its games directly onto the portal and have a more direct relationship with its mobile gaming customers. The new model will also allow I-play to create more differentiation for its brand and products as well as create loyalty schemes for its customers.

Brian Greasley, CEO of I-play commented: "Telefonica Moviles has been pioneering new models of delivering mobile content for many years and we are proud to be part of this latest, exciting initiative in the way mobile content is distributed. I-play is uniquely positioned to take advantage of the Telefonica movistar publishing portal, because it is the first truly mass market consumer brand in the mobile gaming space, and because of its strong portfolio of titles behind the brand."

In addition, over the next few months, I-play is launching a range of new 'one-thumb play' titles, designed to have broad appeal to both gamers and non-gamers, and across all audiences. The first new I-play title in this genre, unveiled today, is 'Skipping Stone', already a hugely popular mobile game in Asia that has been tipped by game site IGN as "perhaps the most frighteningly addictive action game we've seen in months ...Skipping Stone is pure entertainment that deserves to be enjoyed on handsets everywhere".

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, Rome, New York, Fairfax, Sao Paulo and Singapore.