

## **I-Play Gets Down And Dirty With Crazy Off-Road Action In '4 Wheel Extreme'**

**San Mateo, CA & London, UK/ Vienna, AUT** - I-play, the mobile entertainment company, today announced the launch of '4 Wheel Extreme' from Xendex, the developers of I-play's highly successful FMX franchise. In addition to the 2D game, I-play will launch the 3D version of the mobile game across Europe and North America later this month. I-play's commitment to bring more 3D games to market strengthens its portfolio of high-end mobile games and demonstrates the advanced performance achievable on today's mobile platforms.

Continuing I-play's tradition of delivering entertaining and successful original titles, '4 Wheel Extreme' gives mobile gamers a chance to experience heated competitive action on the off-road race circuit. The new title utilizes an advanced physics engine but remains faithful to I-play's casual gaming philosophy of one-thumb playability. '4 Wheel Extreme' puts you behind the wheel of several colossal off-road vehicles, where you take on challenging courses peppered with high-flying jumps and a variety of obstacles. 4 Wheel Xtreme also incorporates powerful Nitro Boosts to help you fly through the tracks and beat out the competition.

"This is a truly innovative game with highly responsive vehicles and immersive environments: every action has an impact that lays the foundation for a thrilling gameplay experience," David Gosen, CEO of I-play, commented. "Despite the gritty nature of off-road truck racing, this title stays true to our casual gaming philosophy with one-thumb playability, giving players instant and prolonged accessibility to this challenging title."

'4 Wheel Extreme' is the first of several future titles that I-play and Xendex plan to bring to market this year.

### About I-play

I-play brings the best in mobile entertainment to an audience of over one billion people via a network of over 120 carriers worldwide, including Sprint (NYSE:S), Verizon Wireless (NYSE:VZ), Cingular, Vodafone (LSE: VOD.L) and Telefonica Moviles (NYSE: TEM), amongst others and online portals including <http://www.iplay.com/>. I-play has been creating mobile games since 1998 and continues to spearhead the creation of mobile entertainment for the next generation. As one of the world's longest established and respected creators of mobile entertainment, the I-play brand stands for quality and the best in mobile development.

I-play's investors are Apax Partners and Argo Global Capital. I-play is headquartered in London, with North American Regional HQ in San Mateo, California and European Regional HQ in Dunfermline, Scotland; development studios in Macclesfield, UK and Bucharest, Romania as well as sales offices in Paris, Hamburg, Madrid, New York and Singapore.

For more information, please call +44 (0) 20 7031 8160 or visit us at <http://www.iplay.com/> I-play is a trademark and trading name of Digital Bridges Limited.

### About Xendex

Xendex was founded in 2001 by Michael Haberl. Until now, the firm is 100 percent owned by its management. Since the first year of its existence, the company has been in the black. Today, Xendex has more than 45 employees in Austria in Europe and the United States. Xendex's product range sports 40 highly popular game titles and more than 25 casino games. Already in 2005, the Xendex team was able to take credit for their game 'Nate Adams Freestyle Motocross' when O2 UK, one of Europe's largest mobile network operators, called Freestyle Motocross the best mobile game of 2005. In the field of marketing, too, Xendex has managed to build up an impressive range of customers and has already branded games for companies such as A1 Vodafone, Head, Coca-Cola light, Disney, Generali and other prominent firms.