

I-play Catches Big Air as FMX Franchise Hits 1 million

London, UK & San Mateo, CA – August 10th, 2006: I-play, the mobile entertainment company, today announced that its Freestyle Motocross franchise has become the hottest selling motocross license in mobile history, crashing through the one million downloads over the life of the franchise. Capitalizing on the hottest specialty area of freestyle motocross with its extreme- image and counter-culture lifestyle, the FMX series was launched in April 2005 followed by the May 2006 released of FMX-II, both of which continue to secure widespread appeal among motocross fans and non-fans alike.

To advance through the games, players need to scorch through gritty urban locations, racing and jumping through multiple environments and terrains ranging from snowscapes to desert dunes. The trick is to ride as fast as you can, while pulling off an array of time-sensitive stunts to progress to the next level. In FMX and FMX-II you'll find the kind of game play that is unlike any other mobile motocross game published to date due to sophisticated physics that use simulation techniques to provide a more diversified gaming experience.

David Gosen, CEO of I-play commented: "The FMX franchise is by far the most popular motocross game on mobile, offering a perfect blend of challenging game play and easy accessibility for both casual gamers and extreme motocross enthusiasts. The popularity of the games shows that quality, creative original IP, can, not only meet the expectations of mobile gamers but can also be hugely successful in its own right."

Designed and developed by Austrian mobile games specialist XENDEX, the technology behind FMX and FMX-II Motocross is borrowed from molecular physics and allows fast and realistic simulation of the stunning stunts achievable in the sport. FMX and FMX-II are currently available across I-play's distribution network of over 100 carrier partners, to a potential subscriber base of one billion mobile gamers.

About I-play

I-play brings the best in mobile entertainment to an audience of over one billion people via a network of over 100 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. Working with the best media and entertainment brands I-play is dedicated to fulfilling the promise of the mobile phone as the first truly mass-market electronic entertainment 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; a publishing studio in Macclesfield as well as sales offices in Paris, Hamburg, Madrid, Rome, New York and Singapore.

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