

I-play Goes All in as 'Win at Texas Hold Em' Mobile Video Launches!

San Mateo, CA – August, 2007 – I-play, the mobile entertainment company, today announced the launch of another trail blazing offering with the first ever 'made for mobile' video on how to 'Win at Texas Hold Em', presented by Daniel Negreanu, arguably the most successful tournament player in poker history. The Win at Texas Hold Em video is now live on Sprint and Cingular and will be rolled out across other major North American carriers over the next few months. I-play's diversification into mobile video capitalizes on the huge opportunity this space presents while leveraging the company's partnerships and proprietary technology strengths.

I-play and Daniel have created 'made for mobile' video clips, to unleash the potential Texas Hold Em champion that lies in every player. Whether you're a novice, occasional player or pro, you can learn to win with this video clip series. The 2-3 minute clips are divided into five categories: Beginner, Advanced, Bluffs & Tells, Tournament Tips and Winning Secrets. The video application also features special video blogs from Daniel Negreanu. Shot at the Venetian Hotel & Resort in Las Vegas, over 100 clips spanning the basic fundamentals of the game right through to more advanced topics such as tournament play, no-limit strategy, tells/bluffs to hot tips are presented by Daniel himself.

Daniel Negreanu has been consistently winning poker tournaments since the age of 23 and has accumulated over 36 world-wide poker victories along the way. In 1998, he earned the title of "youngest World Series of Poker (WSOP) champion," a designation he held until 2004. His career tournament winnings top \$10.6 million dollars, which puts him in the top three poker players worldwide in terms of tournament earnings. Daniel's professional accolades include being named the 2004 Card Player Magazine Player of the Year, 2004 ESPN World Series of Poker (WSOP) Player of the Year, and 2004-05 World Poker Tour (WPT) Player of the Year.

For maximum flexibility for both carrier partners and mobile consumers, Win at Texas Hold Em will be available on a pay-per-clip basis or via streaming video. The streaming video version of the product is delivered through the 'I-player™', a proprietary mobile video application that allows consumers to stream video clips and build up a personalized library of videos. Offering usability unparalleled by other mobile video players, subscribers to the I-player™ applications can enjoy advanced features such as Bookmarking, Tags, and Search, where players can look for their favorite video clips by category, skill level or tag.

Daniel Negreanu commented: "I hope Texas Hold Em players everywhere will be able to share my passion and get more from their experience of the game from my hot tips on the poker mobile video."

David Gosen, CEO of I-play commented: "We are extremely excited to be working with someone as accomplished and well-respected on the poker circuit as Daniel. I-play's poker series will be the ultimate video poker product available on the market. The mobile video signals a ground-breaking new product and an industry first, offering bite sized chunks of entertainment to develop the Texas Hold'em aficionado in us all. I-play lays a royal flush with this next generation poker entertainment product."

Win at Texas Hold Em Poker, the mobile video is the first part of two pronged strategy to bring the next generation of poker products to mobile. Later this year, I-play will be launching 'Win at Texas Hold Em with Daniel Negreanu' the mobile game on North American and European carrier decks.

About I-play

I-play brings the best in mobile entertainment to an audience of over one billion people via a network of more than 120 carriers worldwide. I-play has been creating mobile games since 1998 and continues to spearhead the creation of mobile entertainment for the next generation.

I-play is a wholly owned subsidiary of Oberon Media, the world's leading casual games company. Oberon's Game Centre platform, is the industry standard and has been adopted by many of the world's largest corporations. The platform combines casual game content, merchandizing and features to fulfil each partner's specific needs. Oberon Media's publishing arm works with the industry's best, award-winning game developers to produce the top-selling casual games, which can be played in more than a dozen languages on PC, web-based, mobile and console platforms.

Founded in 2003, Oberon Media is headquartered in New York, with offices in North America, Europe and Asia.

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