

Warner Bros. Digital Distribution and I-play bring the Mob to Mobile!

London, UK & San Francisco, CA – August 16th, 2006: I-play, the mobile entertainment company, today announced the global launch of the mobile game GoodFellas™, which is based on Warner Bros Entertainment's mobster classic movie. Developed and published by I-play, GoodFellas™ launches with a high degree of visibility, thanks to its name recognition and strong sales and marketing efforts. It is now available to more than one billion mobile subscribers via I-play's international distribution network of over 100 carrier partners.

Based on Martin Scorsese's underworld classic, the GoodFellas™ mobile game is testament to I-play's commitment to innovation within the mobile gaming space. It lets players take the reign as an aspiring Mafioso in a unique mix of tycoon and poker gameplay. The game is set in three different era environments across the influential decades of the 1950's, 60's and 70's. Gamers will be able to rise to the top of the criminal ladder in GoodFellas™ on mobile and fulfil the GoodFellas™ dream: "As far back as I can remember, I've always wanted to be a gangster." Starting out as a small time crook making ends meet, players can build their empire, and rise to Godfather status. Money made from hijacking, gambling and heists is used to land a seat in the monthly poker game with three mobsters from the area; around the table gamers can cheat to keep in line with their mobster credentials. Players have to avoid doing jail time, and swimming with the fishes, but the underlying goal to all of these deeds is to earn Respect. It's all about the Respect. In fact dual scoring is based on money earned and respect!

GoodFellas™ adds a touch of mobster glamour to I-play's already impressive catalogue of products for Hollywood studios: The Fast & The Furious™ , 24, The Pink Panther; Robocop, Platoon and Rollerball. Notably The Fast & The Furious franchise recently hit the five million downloads landmark reinforcing its status as the most successful racing franchise in mobile game history as well as one of the first movie content blockbusters in mobile.

David Gosen, CEO of I-play, commented: "Hollywood studios have long been attracted to mobile gaming and we are delighted to be working with Warner Bros. Digital Distribution on a brand which has such an enduring resonance and cult following amongst its fans. The game we've developed is distinctive as it combines both tycoon and poker gameplay enriching the overall gamer experience and encouraging repeat play. This movie title perfectly complements our overall portfolio, which provides a diverse range of games that target the casual gamer, and offers a healthy balance of strong brands and original IP."

Billy Wright, vice president of global wireless, Warner Bros. Digital Distribution: "We believe fans of GoodFellas™ will enjoy this entirely new way of experiencing this classic film. I-play's game captures the mood and genre perfectly while also providing challenging, dynamic game mechanics."