

## **I-play Brings Jack Bauer Back to Mobile Phones in 24: Agent Down**

San Mateo, CA – December 8, 2006 – I-play, the mobile entertainment company, today announced the release of "24: Agent Down" on mobile handsets. The sequel to the BAFTA award winning mobile game "24," gamers must once again save the world with Jack Bauer and his elite team of CTU operatives using high-tech gadgets and brain power. "24: Agent Down" precedes the widely-anticipated DVD launch of the 5th season of the hit FOX TV series, "24," upon which I-play's mobile games are based.

After a confidential file containing the personal information of all CTU operatives around the world falls in to the hands of an unknown terrorist organization, Jack and his team must track down the missing file and neutralize the terrorist threat before the entire world feels their wrath. The terrorists may have the upper hand, but CTU is up to the task. Through 24 different missions, help Jack and his team combat the terrorist threat by utilizing stealth, state-of-the-art weaponry that includes sniper rifles, tranquilizer darts, and enemy-distracting decoys... all the while the clock is ticking!

While Jack has technology on his side, he must also engage and disable a number of cunning traps in order to complete his mission. Picking locks, bypassing electrical grids, disabling bombs, and hacking computer systems are just a few of the challenges that stand in between Jack and saving the world. Fans of the TV series and both hardcore and casual gamers will enjoy taking part in the innovative and interactive puzzles that will test not only their trigger fingers, but their brains as well.

"'24: Agent Down' is the ultimate in one thumb gaming 'on the go'. As agent Jack Bauer, gamers will race against the clock to complete time sensitive challenges and missions. We think this next installment in our award-winning '24' mobile game series will excite both loyal fans of the TV hit series and new recruits," said David Gosen, CEO of I-play.

"'24' is one of FOX's most successful shows and we were pleased to see I-play successfully bring out the spirit of the show through its mobile game series," said Mitch Feinman, SVP of Fox Mobile Entertainment. "With I-play's proven record in creating entertaining and engaging mobile games, we're looking forward to seeing '24: Agent Down' take mobile game play up a notch."

### **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. A move into mobile video content via a license agreement with Universal Mobile Entertainment sees I-play offering the best clips from Universal Studios' most popular blockbuster movies.

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; a publishing studio in Macclesfield as well as sales offices in Paris, Hamburg, Madrid, New York and Singapore.

For more information, please call +44 (0) 20 7901 1760 or visit us at <http://www.iplay.com/> I-play is a trademark and trading name of Digital Bridges Limited.