

I-play Brings 'FIA World Rally Championship' to Mobile for 1st Time

San Mateo, CA. and London, UK – July 24, 2007: I-play, the mobile entertainment company, has signed a global deal with the FIA World Rally Championship (WRC), one of the largest spectator sports in the world, to bring the license to a mobile games audience for the first time. Mobile gamers will soon be able to experience the most dynamic and challenging motorsports imaginable, pitting the skills required to overcome every weather condition possible against the commercial aspirations of the world's leading car manufacturers. The game is set to launch in the fourth quarter of this year across North America, Europe and Asia Pacific.

The WRC is one of the largest spectator sports in the world, with over 8 million fans attending live WRC events every year. The WRC website alone regularly attracts over 500,000 visitors a month from five separate continents. The target audience for the mobile game includes the 18-35 year old racing fans, speed enthusiasts and thrill seekers who make up WRC's male fanbase. The game will be one of the most demanding and challenging motor-sport competitions on mobile in the world. Rallies will take place in 16 different countries, through all terrains and weather - against the clock!

The World Rally Championship is the only mobile game to carry the official WRC license, carrying with it a huge weight of authenticity. This world-renowned franchise is recreated through original visual settings with the intense environments that the World Rally Championship epitomizes. High speed frenzied action, with detailed and incredibly high quality graphics, will raise WRC above and beyond any other mobile rally racing game. Staying true to I-play's casual development philosophy, the game will incorporate 'one thumb' play and will be easily accessible, yet difficult to master.

Leighton Webb, SVP of Content Strategy & Licensing for I-play, commented: "The World Rally Championship is one of the most dynamic and challenging motorsports imaginable. Mobile gamers will be able to experience the dangerous and gruelling nature of the racing sport under every weather condition possible as they aim to master the rally circuits to become the ultimate champion in this authentic mobile iteration of the World Rally Championship."

John Illsey, Director of International Sportsworld Communicators (ISC), commented: "We are delighted to partner with I-play in introducing the first Official World Rally Championship game on mobile. This platform delivers WRC content in a new format to a new generation of gamers who are able to experience the high-octane challenge of the World Rally Championship, on demand. High quality full rally simulation is now accessible in bite-size chunks relevant to modern lifestyles bringing WRC directly into the hands of a global supporter base."

The 2D version of the game is being developed by I-play's internal team and the 3D version by I-play's developer partners at Firemint. Both games will be distributed globally across I-play's extensive network.

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.

For more information visit us at <http://www.iplay.com/>

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