

World Pool Championship' Trick Shots and Other Games waiting in I-play's latest stunning line up!

San Mateo, CA & London, UK – July 6, 2007: I-play, the mobile entertainment company, today unveiled its much anticipated lineup of blockbuster mobile products due to launch across its global distribution network over the next quarter. The line-up features the official 'World Pool Championship' mobile game; the hugely popular 'Slingo Quest'; medical mayhem in the form of addictive original IP, ER Rush; and finally, another trail blazing offering from I-play 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.

World Pool Championship

The official game of the IPA 'World Pool Championship' takes pool fans to the heart of the greatest tournament in the world. Featuring real players and the big game atmosphere, mobile gamers will feel like they're really battling it out to win the Championship. 'World Pool Championship 2007' is the most visually stunning and authentic Pool Championship experience on mobile featuring top tournament players and the actual tournament structure. The game will be available in a highly polished 2D version and an eye-popping 3D version.

Slingo Quest

Slingo Quest provides an innovative and addictive twist on the classic games of Bingo and slots, coupled with a fun island hopping storyline. Based on the success of its PC predecessors and Slingo.com, Slingo Quest mobile is one of the most addictive, 'must-play' games around. Slingo.com boasts over 3.1 million registered users; over 2.1 billion Slingo.com games played since launch; and it attracts an average of 1.25 million visitors per month.

ER Rush

Do you have what it takes to save lives during the ER Rush? Taking on the role as new Junior Emergency Room Doctor, players must successfully diagnose, treat, and discharge the right number of patients per shift. Failure to do so can result in additional treatments and wacky medical complications. Players will also be given a variety of crazy illnesses to deal with and patients who are werewolves, dogs and vampires to name a few!

Texas Hold Em Mobile Video

3-times 'World Series of Poker' Champion, Daniel Negreanu gives instruction through 'made for mobile' streaming video clips, unleashing the potential Texas Hold Em champion in every player. 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.

"Mobile consumers have a fantastic line-up to choose from in our latest offering, from the official 'World Pool Championship' mobile game; to an innovative twist on the classic games of Bingo and slots, in Slingo Quest; to wacky hospital fun in ER Rush, right through to video instruction from the master of Texas Hold Em, Daniel Negreanu." said David Gosen, CEO of I-play. "We're delivering a winning set of 'must have' casual, 'one thumb' play games and video based on a mixture of great brands and highly original IP. These intuitive, yet challenging entertainment experiences all lead to outstanding fun for existing and new mobile consumers of every age."

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.