

The Fast and the Furious: Tokyo Races Onto Mobile Handsets With I-play

San Mateo, CA & London, UK— June 16, 2006: I-play, the mobile games company and publisher of three of the top-selling racing titles in Europe and the United States, today announced the launch of The Fast and the Furious: Tokyo (2D) and The Fast and the Furious: Tokyo (3D), which are based on Universal Pictures' 2006 movie The Fast and the Furious: Tokyo Drift, (releasing June 16, 2006) and much anticipated sequel of the best selling The Fast and The Furious mobile racing game franchise. Developed and published by I-play, through an agreement with Universal Studios Consumer Products Group, both versions of The Fast and the Furious: Tokyo are now available to more than one billion mobile gamers, via I-play's global distribution network of over 100 carrier partners.

Fans of the most successful racing franchise on mobile will enjoy all-new features in the 2D version, which includes the ability to use a unique drifting mechanism with intuitive control; superb graphics including smoke effects; skid marks; stunning interactive Japanese environments; and respect-based scoring where good driving is rewarded and mistakes are punished.

The Fast and the Furious: Tokyo (3D) version extends the boundaries of mobile gaming even further, with realistic 3D cityscapes and hilltop roads perfectly recreated in three different environments: The Docks, The Hills and Old Race Track. Other features include car personalization, where you can detail your Drift Car using the spray shop and decal tools, and the ability to unlock three more cars to use in Solo Run mode.

Reflecting the themes of the film, you take on the role of the new kid on the block in a strange new city where the rules of the street are both dangerous and enticing. You will need to master the art of drifting (a form of racing that replaces simple drag racing with a rubber-burning, automotive art form that consists of an exhilarating balance of speeding and gliding through a heart-stopping course of hairpin turns and switchbacks) and beat your rivals based on pace and skill. The only way to progress is to gain respect, mod your ride and prepare for the race of your life against the infamous Drift King! The richness and realism of the driving experience achieved in The Fast and the Furious: Tokyo 2D and 3D are unparalleled compared to other racing titles and offer a fun mix of exciting and entertaining mobile game content to casual and hardcore gamers alike.

"With over four-and-a-half million downloads, The Fast and the Furious is already the most successful racing franchise in mobile game history, and the latest sequels will surely continue to impress fans of the series," said David Gosen, CEO of I-play. "Given the success of the franchise, our level of involvement with the games, and our work with Universal's co-marketing partners for the film's debut, we couldn't be happier for the studio and what it's achieved. It's been an absolutely fantastic ride."

"The Fast and the Furious franchise is the first movie content blockbuster in mobile," said Jeremy Laws, senior vice president of Universal Mobile Entertainment. "Proven reputation and awareness, combined with the super-cool drift dynamics in the latest two games should guarantee new hits for Universal and I-play."

Thanks to a simultaneous release with the new film, I-play, together with Universal, expect even greater sales with The Fast and the Furious: Tokyo, than those generated by the first three mobile titles from this franchise. These latest mobile editions in The Fast and the Furious franchise have also received an unprecedented level of support from co-marketing sponsors and advertisers including Cinemark Theatres, Rockstar Energy Drink, Toyo Tires, Meguiar's Car Care Products and Burger King Corporation (NYSE: BKC). Via an SMS short code campaign, which is printed on all The Fast and the Furious: Tokyo Drift movie posters and co-marketing partner collateral, consumers may access movie content by texting F-A-S-T to D-R-I-F-T (37438). Made available through I-play's carrier network, a similar initiative is under way on

22 million cans of the popular Rockstar Energy Drink, making it one of the largest cross-promotional mobile campaigns ever conducted on behalf of a film's theatrical release.

About The Fast and the Furious: Tokyo Drift

From the producer of the worldwide blockbuster hits *The Fast and The Furious* and its sequel, *2 Fast 2 Furious*, comes the latest installment of the adrenaline-inducing series built on speed—*The Fast and The Furious: Tokyo Drift*. Set in the sexy and colorful underground world of Japanese drift racing, the newest and fastest customized rides go head-to-head on some of the most perilous courses in the world. Sean Boswell (Lucas Black) is an outsider who attempts to define himself as a hot-headed, underdog street racer. Although racing provides a temporary escape from an unhappy home and the superficial world around him, it has also made Sean unpopular with the local authorities. To avoid jail time, Sean is sent to live with his gruff, estranged father, a career military-man stationed in Tokyo. Now officially a gaijin (outsider), Sean feels even more shut out in a land of foreign customs and codes of honor. But it doesn't take long for him to find some action when a fellow American buddy, Twinkie (Bow Wow), introduces him to the underground world of drift racing. Sean's simple drag racing gets replaced by a rubber-burning, automotive art form—with an exhilarating balance of speeding and gliding through a heart-stopping course of hairpin turns and switchbacks. On his first time out drifting, Sean unknowingly takes on D.K., the "Drift King," a local champ with ties to the Japanese crime machine Yakuza. Sean's loss comes at a high price tag when he's forced to work off the debt under the thumb of ex-pat, Han (Sung Kang). Han soon welcomes Sean into this family of misfits and introduces him to the real principles of drifting. But when Sean falls for D.K.'s girlfriend, Neela (newcomer Nathalie Kelley), an explosive series of events is set into motion, climaxing with an ultimate high stakes face off. *The Fast and The Furious: Tokyo Drift* is directed by Justin Lin (*Better Luck Tomorrow*, *Annapolis*) and written by Chris Morgan (*Cellular*), Kario Salem (*The Score*) and Alfredo Botello. The film is produced by Neal H. Moritz (*xXx*, *S.W.A.T.*) and executive produced by Clayton Townsend (*The Skeleton Key*, *The 40 Year-Old Virgin*).

About Universal Studios Consumer Products Group

Universal Pictures is a division of Universal Studios (www.universalstudios.com). Universal Studios is part of NBC Universal, one of the world's leading media and entertainment companies in the development, production, and marketing of entertainment, news, and information to a global audience. Formed in May 2004 through the combined efforts of NBC and Vivendi, NBC Universal owns and operates a valuable portfolio of news and entertainment networks, a premier motion picture company, significant television production operations, a leading television stations group, and world-renowned theme parks. NBC Universal is 80%-owned by General Electric, with 20% controlled by Vivendi.

About I-play

I-play brings the best in mobile entertainment to an audience of over one billion people via retail stores, online portals including <http://www.iplay.com/> and a network of over 100 carriers worldwide, including Sprint (NYSE:S), Verizon Wireless (NYSE:VZ), Cingular, Vodafone (LSE: VOD.L) and Telefonica Moviles (NYSE: TEM), amongst others. I-play has been creating mobile games since 1998 and continues to spearhead the creation of games 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. Working with the best media and entertainment brands I-play is dedicated to fulfilling the promise of the mobile phone as the first truly mass-market electronic entertainment platform.