

## **I-play Launches 3D Game, The Fast and The Furious: Fugitive, at BREW 2007 Conference**

BREW 2007 — June 19, 2007 — I-play, the mobile entertainment company and a developer of BREW®-based mobile entertainment applications, today announced that the best selling racing franchise on mobile is launching its fourth sequel, The Fast and The Furious: Fugitive. There have been over seven million paid-for downloads since The Fast and The Furious franchise was launched in 2004.

Developed and published by I-play, through an agreement with Universal Mobile Entertainment, The Fast and The Furious: Fugitive storyline is based on The Fast and The Furious DVDs and fills in the gaps between the first two movies. The game traces the escape of hero Brian O'Conner from L.A. to Miami – the perfect setting for a new chapter in The Fast and The Furious mobile story. In this cross country underground street racing adventure, gamers play a cop on the run. In order to get back their police badge and a clear name, players must go up against the top street racers in the country to bring down an international crime syndicate.

Together with its innovative and powerful gameplay, Fugitive is worth watching out for. "This is by far the most cinematic racer seen on mobile yet...wait until you see it in motion on a BREW handset," said Levi Buchanan, IGN Wireless.

"BREW customers have a treat in store with The Fast and The Furious: Fugitive 3D. This game has been developed by our internal team who continually raise the bar in terms of innovation, and have created a visually stunning 3D game," said David Gosen, CEO, I-play. "Some of the visual effects that add to the game's realism include the reflection of the clouds and buildings in the rear window and the pre-race cinematography that's pulled straight from the movies."

"By utilizing QUALCOMM's BREW solution, I-play now offers a 3D mobile game that significantly enhances The Fast and The Furious mobile gaming franchise," said Mike Yuen, senior director of the BREW Gaming Group for QUALCOMM Internet Services. "The Fast and The Furious: Fugitive is emblematic of the rich, compelling 3D games being developed for BREW and indicative of the quality titles mobile gamers have come to expect."

BREW solutions change the way people relate to wireless data services. By enabling discovery and delivery of high-value content, BREW creates opportunities for the wireless industry to enhance consumers' mobile data experience. QUALCOMM's comprehensive and targeted BREW Signature Solutions offer reduced time to market and lower capital investment for companies providing mobile products and services. Customers also can benefit from several modular BREW offerings, including uiOne™, deliveryOne™ and QPoint™, which provide the foundation for customer-differentiated wireless data capabilities.

### 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; development studios in Macclesfield, UK and Bucharest, Romania as well as sales offices in Paris, Hamburg, Madrid, New York and Singapore.

For more information, please call +44 (0) 20 7031 8160 or visit us at <http://www.iplay.com/>

I-play is a trademark and trading name of Digital Bridges Limited.

#### About Universal Mobile Entertainment

Universal Mobile Entertainment (UME) generates revenues and enhances brand awareness for NBC Universal's motion picture and television properties through licensing agreements with top-tier publishers. UME oversees the creation of high-quality mobile application services that include games, ringtones, wallpapers, MMS, SMS services and audiovisual services, and ensures ubiquitous distribution through mobile operators and portals worldwide. With offices in Los Angeles, London and Tokyo the team has been aggressive in the mobile content market since 2000 and currently has hundreds of mobile products that are available to consumers in every major territory of the world.

#### About NBC Universal

Formed in May 2004 through the combining of NBC and Vivendi Universal Entertainment, 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 and 20% owned by Vivendi.

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