

I-play Opens Gates for FMX-II's Race Onto Mobile

London, UK & San Mateo, CA – May 4, 2006: I-play, the mobile entertainment company, today announced the launch of FMX-II, the Motocross title described as 'answering the prayers' of mobile games enthusiasts by industry's critics. FMX-II is launching across I-play's global distribution network of over 100 carrier partners, to a potential subscriber base of one billion mobile gamers.

FMX-II offers a sophisticated game play experience, with a physics engine behind the game using simulation techniques that provide a more diversified gaming experience than other mobile motocross games published to date. Capitalizing on the hottest speciality area of freestyle motocross with its counter-culture image and lifestyle, the title has a 'pick-up-and-play' appeal that will delight both motocross fans and non-fans alike.

Players scorch through gritty urban locations, pulling off the coolest stunts and catching the biggest air. Racing and jumping through multiple environments and terrains ranging from snowscapes to desert dunes, players ride as high as they can and pull off an array of tricks to progress to the next level.

While FMX-II is an accessible game for both the casual and hardcore gamer, the fun is mastering the plethora of tricks and action. Players are challenged on four different interactive ground settings: concrete, sand, mud and stone as well as three different types of stunts – standard, ground and special airborne. The urban edition is set across four US cities, starting out in NYC and winding its way through Seattle, Phoenix and Denver.

David Gosen, CEO of I-play commented: "To be a Moto-X champion, you have to be willing to put your body, health and in some circumstances your life on the line. But for those that understandably don't want to go to that extreme; the fun can be experienced from the relative safety of the mobile phone. We're hugely excited about the launch of this title, which combines all the ingredients for a successful mobile game, easily accessible, yet challenging gameplay, and a sophisticated physics engine that maximizes the potential of gaming on the mobile device."

Designed and developed by Austrian mobile games specialist XENDEX, the technology behind FMX-II Motocross is borrowed from molecular physics and allows fast and realistic simulation of the stunning stunts achievable in the sport.

Michael Haberl, CEO of XENDEX says "We are glad to once again work with I-play on a game that pushes the technical limits for mobile phones. Our games have all that it takes for maximum gaming experience – they are easy to understand, easy to play but hard to master. I-play is a great publishing partner with global reach to all the key markets."

About I-play

I-play brings the best in mobile entertainment to an audience of over one billion people via 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 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. 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.

I-play's investors are Apax Partners and Argo Global Capital. I-play is headquartered in London, with European Regional HQ in Dunfermline, Scotland and North American Regional HQ in San Mateo, California; a publishing studio in Macclesfield as well as sales offices in Paris, Hamburg, Madrid, Rome, 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.

About XENDEX

XENDEX is an internationally acquainted and highly accepted developer of outstanding mobile- and online games, producing a number of top-quality and internationally successful games throughout the last years.

With a state-of-the art approach to quality and widest handset-support, XENDEX games are available for J2ME, BREW and iMode platforms throughout all continents and telecom carriers worldwide. XENDEX has a proven track record of providing all games 100% stable and completely error free on all platforms. Clients like mobile- and online casino operators and sports betting companies rely on XENDEX' cutting technology and profound competence.

Founded in 2000, by former games industry managers with the vision to create fantastic mobile and online games excitement, XENDEX has emerged into a highly reputable development studio and mobile content factory, and also a leading provider for mobile games for telecom operators.

Privately owned by the management and headquartered in Austria, XENDEX also operates offices in Eastern Europe and runs a sales office in Sacramento/USA.

For more information, please call +43 (720) 890 009 - 0 or visit us at <http://www.xendex.com>