

I-play Wins 2007 Duke's Choice Award with "24: Agent Down"

San Mateo, CA– May 09, 2007 – Winners of Sun Microsystems' prestigious Duke's Choice Awards were announced last night by Java technology creator James Gosling at the JavaOne Conference in San Francisco. I-play's '24: Agent Down' mobile game has been selected as winner of "Best Java.com Application" by the Java.com community, which recognize extreme innovation using Java technology around the world.

The sequel to the original BAFTA award winning mobile game '24' sees gamers once again challenged with saving the world with Jack Bauer and his elite team of CTU operatives using high-tech gadgets and brain power.

"We honor the best with Duke's Choice, and 24: Agent Down is a great example of Java technology providing a platform on which exciting and engaging content can be built," said Chris Melissinos, Sun Microsystems' chief gaming officer.

"We are thrilled to have won a Duke's Choice Award. This type of acknowledgement strengthens our reputation of developing innovative and creative mobile games that appeal to the casual gamer and further reinforces our proven track record of transforming valuable Hollywood properties into successful mobile games," said David Gosen, CEO of I-play.

"24 is one of FOX's most successful shows and we are immensely proud that 24: Agent Down and I-play's game developing capabilities have been recognized by the Duke's Choice Awards," said Mitch Feinman, SVP of Fox Mobile Entertainment.

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.