

VGL Signs I-play as Exclusive Mobile Gaming Partner for "Midnight Gaming Championship"

San Mateo, CA & London, UK— October 18, 2006: VGL announced today that along with title sponsor McDonald's, it has signed I-play as the exclusive mobile gaming partner for its upcoming "Midnight Gaming Championship," a new video gaming tournament that aims to find the best gamers in the Dallas, Ft. Worth area and/or nation. As part of the offering, I-play will execute the mobile marketing and short code initiatives on behalf of nationally recognized sponsors including Time Warner Cable, Best Buy, GameZnFlix, Punchbutton and Coca Cola. "Midnight Gaming Championship" debuted on Saturday, September 23rd and was an immediate success. Four more tournaments are currently scheduled, leading up to the Championship that will take place on November 18th, 2006.

I-play will support the "Midnight Gaming Championship" by providing tournament participants with information on how to download mobile games, as well as demonstrating games for people on site. I-play is also handling integrated short code promotions on behalf of the participating sponsors, while providing specific tournament information. I-play is an award-winning publisher and developer of mobile entertainment with proven experience in large-scale mobile partnerships, which ensures that "Midnight Gaming Championship" attendees walk away from the event more knowledgeable of mobile gaming and the technology that drives it.

"I-play is extremely proud to have been chosen as the exclusive mobile gaming partner for the 'Midnight Gaming Championship'," said David Gosen, CEO of I-play. "Having worked in the mobile games business since 1998, I-play truly understands mobile gamers and can add considerable value in attracting mobile-savvy gamers to the event."

"I-play is a company with a reputation for publishing the best mobile games and executing cutting-edge mobile marketing campaigns," said Jerome Elenez, McDonald's marketing director, Greater Southwest Region "Their leadership in this industry makes them a key alliance for launching the 'Midnight Gaming Championship' tournaments."

To sign up for the "Midnight Gaming Championship," or for additional information, please visit: <http://www.midnightgamingchampionship.com>. To get a free I-play mobile game demo and learn more about "Midnight Gaming Championship," text "L8NITE" to 37438.

About Midnight Gaming Championship

The first-ever Midnight Gaming Championship, sponsored by McDonald's, is produced by Video Gamers League, the premier console gaming league in the United States. Contributing sponsors include Time Warner Cable; G4 television network; K104, Dallas' #1 radio station; and Punchbutton video gaming blog. Also, GameZnFlix (OCTBB: GZFX), at-home DVD and video game provider; I-play mobile entertainment; Best Buy Corporation (NYSE: BBY); Red Octane, provider of interactive entertainment software, hardware and accessories and Coca-Cola (NYSE: KO). Visit midnightgamingchampionship.com for event details or text "L8NITE" to 37438 for tournament information and a free mobile game demo.

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. 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 North American Regional HQ in San Mateo, California and European Regional HQ in Dunfermline, Scotland; a publishing studio in Macclesfield as well as sales offices in Paris, Hamburg, Madrid, 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.