

I-play and FISHLABS Announce a Five Title 3D Mobile Games Collection Agreement

London, UK, Hamburg, Germany – 23rd October 2006 – I-play, the mobile entertainment company, and FISHLABS, a true leading developer of 3D games for mobile phones, today announced a publishing agreement whereby I-play will unveil five new 3D games that target the mass market mobile gamer. The games will be available later this year and in Q1 2007 via I-play's European distribution network.

Under the terms of the agreement, I-play adds a collection of five premium 3D games to their existing balanced portfolio of best-selling original IP and licensed titles. Lead title is the multiple gold award winning space shooter, "Galaxy on Fire™", which takes the gamer to an intergalactic battle introducing 30 different species like humanoids, aliens and cyborgs. Award winning future racer "Planet Riders™", is set in the 3rd millennium where dare devil pilots compete with their jet racers in orbital high-speed races on 10 planets. Action car racer "Burning Tires™", has a Bluetooth multiplayer option and invites gamers to attempt big jumps on 12 tracks spread over 3 thrill-packed locations with varied track conditions. The brand new shoot'em-up "Heli Strike™" and "Tank Raid™", a rail-shooter title with comic style graphics also form part of the agreement.

"FISHLABS is well known for creating top-notch 3D mobile games. Adding their superb 3D games series to our existing portfolio makes perfect sense, as the demand for high-end 3D games is steadily increasing" said David Gosen, CEO I-play. "We're excited about the partnership and impressed by their gaming properties which fit with our own philosophy of 'one-thumb' gaming."

Michael Schade, CEO of FISHLABS, concludes: "Creating compelling high-end 3D games for a broad range of mobile phones involves heavy investments. So you need to find a strong partner not only with many direct channels but also with highly committed local sales teams in every key territory to launch the titles on as many operator decks as possible. That's why we have signed the publishing deal with I-play."

I-play will market Fishlabs' titles across EMEA except for Germany, Austria and Switzerland but also in South Africa, Australia and New Zealand.

Screenshots, in-game videos and a list of the mobile phones supported, to supported, to be found at: http://www.fishlabs.net/clients/pressroom/i-play_publishing.

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; 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.

About FISHLABS

FISHLABS is one of the leading developers of top-flight mobile 3D games. At the company's headquarters in Hamburg, some 21 games developers create the most exciting 3D titles both as Original IP and as AAA brands, such as V-Rally® 3D or Star Wars™ – Imperial Ace 3D. The broad selection of outstanding 3D games is marketed worldwide via such renowned business partners as Glu, I-play, THQ Wireless, Superscape arvato mobile and Exit Games. FISHLABS is, moreover, one of the very few studios which are listed on the Sony Ericsson "Developers Website" as counting among the "leading companies" in this field. Thanks to the high-performance, platform-independent games engine ABYSS®, FISHLABS' titles are able to offer a quality never before attained in the sphere of mobile gaming. Equally unique is the company's huge market coverage, extending at present to some 150 3D-capable phone models produced by eleven separate manufacturers – or, in other words, to more than 250 million mobile telephones worldwide.