

# **I-play Brings Medieval Fun to Mobile with Black Citadel II**

London, UK – October 4th, 2006: I-play, the mobile entertainment company, today announced the European launch of the mobile game Black Citadel II™, the sequel to the famous puzzle and role play game hit Black Citadel™ which was a CTIA nominated game in 2004. Developed by international games developer, Kaolink and published by I-play, Black Citadel II™ launches across I-play's European network of distribution partners. It has already received a perfect 5/5 mark as well as the 'game of the month' honorary title by Console+ magazine.

After his journey in the kingdom of Prince Vor, and the destruction of the Black Citadel, the hero of the title, Kilagu, is on his way back home. But on the ship taking him back, a spell is put on him by some strange travellers. He wakes up alone, on the deserted coast of an unknown region. Throughout his medieval adventure Kilagu develops as the gamer gains experience and explores a fantastic world to uncover the mysteries behind his curse.

Black Citadel II™ offers both casual gamers and role play aficionados an evolving storyline, stunning graphics and animations and an innovative and intuitive fighting system with combos and magic spells. Day and night environments add to the atmosphere and there's one map with five different environments in which to explore deep dungeons, monsters, interactive objects and challenging puzzles. Black Citadel II will have its own dedicated website at <http://blackcitadel.kaolink.com>.

David Gosen, CEO of I-play, commented: "Black Citadel II is easy to play yet totally addictive – players will find themselves almost immediately in the thick of the action. It's a game that sits well amongst our portfolio as it combines both role play and puzzle gameplay. The overall gamer experience is one of a dip in, dip out nature, especially given the save anywhere and at anytime option."

## **About I-play**

I-play brings the best in mobile entertainment to an audience of over one billion people via retail stores, online portals including <http://www.iplay.com/> and 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. 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 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 Kaolink**

Founded in October 2000, Kaolink is an international mobile game developer and publisher. Kaolink offers a portfolio of mobile games and a complete range of development skills from the concept to post-production. Kaolink covers several technologies such as Java, ExEn, Ege and Doja and has developed specific tools such 3D programming tools, adventure and racing engine, a track engine, a download platform, and a porting technology that allows to address more than 350 devices in a very short time.