

NBC Universal and I-play Bring The Office to Mobile

Los Angeles, CA & San Mateo, CA – September 21, 2006 – NBC Universal and I-play, the mobile entertainment company, today announced a new on demand video offering that brings the most memorable scenes from the Emmy Award winning comedy series, The Office, to mobile. Through a groundbreaking license agreement with Universal Mobile Entertainment, I-play and Universal will unveil the first prime time content from NBC Universal's extensive television series catalog. The most memorable clips from The Office will be available in North America later this year. The Office Season 3 makes its premiere on NBC September 21, 2006 at 8:30pm ET.

The news comes on the back of the groundbreaking announcement made at CTIA last week in which I-play and Universal released details of their blockbuster movie clip offering. The deal was a first for Hollywood studios in that it was the first time a deal has been struck for 'the best of clips' being made available on mobile on-demand. The Office agreement is further testament to a continuing relationship between I-play and Universal that advances the two companies mobile partnership focused on games and on-demand video services.

"Offering select video clips from popular television series like The Office is one way that NBC Universal is looking to extend our audiences' experience with the brand," said Jeremy Laws, Senior Vice President, Universal Mobile Entertainment. "We look forward to working with I-play, who has been a key strategic partner for us as we address consumers' growing appetite for mobile video content."

David Gosen, CEO of I-play commented: "I-play is continuing to build its library of video on demand entertainment and having the best scenes from The Office fits perfectly with the profile of today's burgeoning "clip culture". Bite size chunks of comedy, wit and innuendo delivered when the end user wants to see it is a compelling offering – mobile on demand video really puts choice and control in the hands of the consumer."

About The Office

This year's Emmy Award winner for Outstanding Comedy Series, "The Office" takes a painfully funny look at the interactions of the desk jockeys at Dunder Mifflin paper-supply company in Scranton, Pennsylvania. Golden Globe winner and Emmy nominee Steve Carell ("The 40-Year-Old Virgin" -- whom E! Online said, "might be the funniest man alive,") stars as unctuous regional manager Michael Scott who hosts the documentary crew on a tour of the workplace. Jenna Fischer ("Slither"), John Krasinski ("Jarhead," "Kinsey"), Rainn Wilson ("Six Feet Under"), and B.J. Novak ("Punk'd") star as the employees who tolerate Michael's inappropriate behavior only because he signs their paychecks. Also starring are Melora Hardin as Jan Levinson, David Denman as Roy, Leslie David Baker as Stanley Hudson, Brian Baumgartner as Kevin Malone, Kate Flannery as Meredith Palmer, Angela Kinsey as Angela Martin, Oscar Nuñez as Oscar Martinez and Phyllis Smith as Phyllis Lapin.

"The Office" is executive-produced by Ben Silverman, Greg Daniels, who developed the series for American television, Ricky Gervais, Stephen Merchant and Howard Klein. The series is produced by Reveille in association with NBC Universal Television Studio.

The show is currently broadcast by NBC in the United States, Global TV in Canada, Channel 6 in Ireland, BBC Three in the United Kingdom, Star World in the Asia Pacific region and Channel Ten in Australia.

I-play's move into on-demand video services support the company's 'mass market' approach to mobile gaming, offering something for everyone, in a fun, accessible package. The company plans to announce more video based deals over the coming months and will continue to look at revenue opportunities within the delivery and hosting of mobile entertainment content.

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.