

I-play(TM) Unveils Fall Line-Up of BREW(R) Games at CTIA Wireless I.T. & Entertainment 2005

SAN MATEO, Calif., Sept. 28 -- I-play, the mobile games company, today announced its fall line-up of game titles developed for QUALCOMM's BREW solution. I-play will be previewing its fall line-up of games at Booth #639 AA in the M-ertainment Pavilion Pod -- at CTIA Wireless I.T. & Entertainment 2005, being held September 27-29 in San Francisco.

I-play's exciting line-up of compelling new gaming applications includes the following nine titles:

- '2006 SI(TM) Sports Trivia' and 'SI(TM) Swimsuit Reveal'
- SNK's 'The King of Fighters(TM) M2' and 'Metal Slug(TM) Mobile Impact'
- '20Q(TM)'
- 'The Weakest Link(TM)'
- 'iWin's Mah Jong Quest(TM)'
- 'Skipping Stone'
- '3D Pool Urban Hustle'
- '3D The Fast & The Furious(TM)'
- '3D Major Carnage'

"Innovative mobile games content has always been about matching handset performance with game design to deliver compelling experiences through mobile operators," said David Gosen, COO, I-play. "The global network of BREW operators has been especially appealing and developing games for QUALCOMM's BREW solution is an essential part of our production development. We're really excited about the fantastic line-up of titles we have coming out over the next few months."

"I-play's fall line-up of games demonstrates the diversity of compelling mobile games made possible by the BREW solution," said Mike Yuen, director of the Gaming Group for QUALCOMM Internet Services. "We are excited to be working with I-play as they offer a wide range of mobile games appealing to a broad base of wireless subscribers. I-play is clearly continuing to demonstrate its commitment to understanding mobile consumers and then publishing games that satisfy their needs."

QUALCOMM's BREW solution is designed to meet the distinct and varied needs of wireless operators, handset manufacturers, publishers, developers and end users around the world. BREW products and services include: an open, extensible client platform that supports robust system and application software including personalized and branded user interfaces for mass market devices; a J2EE(TM)-based, modular delivery system that enables the distribution of content, applications and user interfaces to wireless devices across all air interfaces; a dedicated professional services team that supports the integration of customized implementations; and the wireless industry's first global marketplace to support the monetization of applications and services developed in all programming languages. The BREW solution can make the wireless visions of innovative companies a reality. I-play was recently elevated to QUALCOMM's Elite BREW(R) Developer level in the BREW Alliance Program based on its continuing investment in publishing and developing applications for the BREW solution. Elite Developer status reflects I-play's commitment to the BREW solution, and affirms QUALCOMM's support as I-play brings its content to market.

About I-play

I-play, the mobile games company, brings the best in mobile entertainment to a mobile gaming audience of over one billion people via mobile operators, retail stores and online portals, including <http://www.iplay.com/>. I-play has been creating mobile games since 1998 and continues to spearhead the creation of games for the next generation. As one of the world's longest established and respected creators of mobile games, the I-play brand stands for quality and the best in mobile game development. Working with the best media and entertainment brands, I-play is 100% focused on mobile games, and dedicated to fulfilling the promise of the mobile phone as the first truly mass-market electronic games platform.

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 as well as sales offices in Paris, Munich, Madrid, Rome, New York, Fairfax, Sao Paulo and Singapore.

For more information, please call +44 (0) 20 7901 1760 or visit us at <http://www.iplay.com/>

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