



DIGITAL BRIDGES ENTERS DOWNLOAD MARKET

NEW DEAL WILL ENHANCE MULTIMEDIA ENTERTAINMENT OFFERING

London, UK – 11/03/2002. Digital Bridges Ltd., the world leader in mobile entertainment services, today announced it has purchased the software assets of GR8, the leading supplier of mobile ringtones and logos. The asset purchase immediately provides Digital Bridges with a proven delivery methodology for mobile downloads and further enhances Digital Bridges' unique ability to supply a comprehensive range of mobile entertainment services to its mobile operator and mobile portal customers worldwide.

Digital Bridges is already a leader in the provision of mobile gaming, publishing titles based on a number of high-profile entertainment and sports licenses. The purchase of GR8's software assets allows the company to accelerate its expansion into the hugely popular download market. In Europe alone, the current market for personalisation services (mostly logos, ringtones, and icons) is estimated to be worth approximately €1bn per annum.

The purchase also allows Digital Bridges to integrate ringtones, icons and other downloadable content with its other mobile services, to create a richer entertainment experience for mobile phone users around the world.

Brian Greasley, the CEO of Digital Bridges, said, "Mobile Entertainment is a significant new channel for brand and licence owners. As a growing number of media and entertainment companies recognise the opportunities at hand, they will be looking for partners who can offer a comprehensive, multi-media mobile route to market for their properties, with an unparalleled track record of

managing high-profile licenses on a global basis. Thanks to the technology we've now brought on board, Digital Bridges is the first company in the world which can offer this range and level of service."

Mike Buckland, the MD of GR8, agrees, "I am delighted that the systems developed by GR8 will play a large role in Digital Bridges' ambitious plans for enhancing its leadership in mobile entertainment services. Personalisation services are already extremely popular and with new handsets appearing on the market which have colour screens, MMS and polyphonic ringtones, they will become even more so."

ENDS.

Notes To Editors:

About Digital Bridges Ltd.

Digital Bridges is the world leader in the creation of entertainment services for mobile devices. The company brings three major assets to the new medium of wireless entertainment: delivery technology; distribution and publishing capabilities; and content design experience. Digital Bridges is currently working with approximately forty mobile network operators and mobile portals around the world. The company supports all current and forthcoming technologies such as SMS, WAP, Java, GPRS, 3G, video-streaming and colour handsets. For more information, please visit www.digitalbridges.com.

Contact:

Digital Bridges Ltd.

Brian Baglow,

Global Communications Manager,

E: brian.baglow@digitalbridges.com

T: +44 (0)1383-723234 / M: +447747-792247