

PRESS RELEASE

12snap develops mobile football quiz for Coca-Cola CokeFridge

- **New feature on Coca-Cola CokeFridge platform: Coke Football Quiz.**
- **12snap proves once again its creative potential as well as its leading position in developing and implementing exclusively branded mobile games.**
- **With CokeFridge Football Quiz, football fans can prove their knowledge and win a meeting with football star Michael Ballack.**

Munich, 09 November, 2005 – With the German Football League (Bundesliga) and the approaching World Cup 2006 in mind, the Mobile Application division of 12snap has developed a very special campaign for Coca-Cola CokeFridge: the Coke Football Quiz. The exciting quiz offers the opportunity for real football fans to prove their football knowledge by using their mobile phone. The player who answers ten questions in a row correctly, is nominated, “Coke Football Champ” and has the opportunity to win a meet-and-greet with football star Michael Ballack. Just like in any real football match, the player can count on the support by the fans: He can make use of the help option twice to answer difficult questions.

“The demand for attractive and exclusively branded mobile games grows rapidly”, says Ulrich Pietsch, CEO of 12snap Germany. “The Mobile Football Quiz is our sixth game for Coca-Cola since May this year; Coca-Cola is clearly pioneer in this market.” The market analysts at Frost und Sullivan forecast a revenue for mobile games of 6.3 billion in Europe in 2006.

The Munich-based company focuses its competence for creation and development in its Mobile Application division. The growing demand for mobile game applications is also reflected the team’s personnel development: sx-Gameloft developer Frederic Cremer shortly joined 12snap.

About 12snap

12snap AG is a non-public incorporated company founded in 1999 with headquarters in Munich and branches in Düsseldorf, New York, London, Milan, Stockholm and Vienna.

12snap is an expert in innovative marketing and entertainment for mobile phones and is currently the only mobile marketing company in the world to be awarded four Lions in Cannes among several further international prizes. The company utilises the creative and technological opportunities of mobile phones as the most advanced and personal communication medium of everyday life by efficiently combining its know-how in mobile applications, mobile loyalty, and mobile marketing.

In the mobile marketing area, 12snap creates and implements national and pan-European mobile marketing campaigns for international brands. The mobile loyalty business unit offers customer loyalty programs for companies and brands. The mobile applications business unit is the centre for development and software at 12snap. It sells and licenses a wide spectrum of mobile solutions to satisfy the demands of the current growing market and the new uses of the third mobile phone generation (UMTS): from dynamic video services and multiplayer games to personalized messaging applications.

The company has a total of 75 employees. As one of the leading European suppliers and a pioneer of mobile marketing, 12snap provides their services to companies such as McDonald's, MTV, Coca-Cola, Ferrero, Wella, adidas, Unilever and Gillette.

This year, 12snap was named as the only German company in the mobile industry to rank in the Red Herring 100 most innovative technology companies in Europe,

Press contact: Zucker.Kommunikation, 12snap@zucker-kommunikation.de, presse@12snap.com
Fon: 030/247 587-0, Fax: 030/247 587-77