

DIGITAL BRIDGES BRINGS AUTHENTIC SNOWBOARDING ACTION TO MOBILE PHONES WITH ARCTIC CHALLENGE SNOWBOARDING

Only mobile snowboarding title to be based on a real event with real pro riders

London UK, 23rd March 2005: Digital Bridges, a world leader in the creation and distribution of mobile entertainment solutions, announced today its latest sports title. Based on the most prestigious event in the world professional snowboarding calendar, Arctic Challenge Snowboarding is now available on leading wireless network operators and portals across Europe.

The Arctic Challenge, which kicks off next Wednesday 29th March, is an iconic snowboarding event created by snowboarding legend and three times world champion Terje Haakonsen of Norway, and held every year above the Arctic Circle in Terje's home country. The pinnacle event of the Ticket to Ride series, in which the best snowboarders in the world win tickets to The Arctic Challenge over the course of independent competitions in Europe, USA and Japan, The Arctic Challenge has become not only the ultimate test of snowboarding prowess and style; but has also emerged as an annual lifestyle event for the world's snowboarding elite.

Featuring valuable game design input from Terje Haakonsen, Arctic Challenge Snowboarding enables gamers to experience all the excitement of the real-life Arctic Challenge competition. Players get to assume the identity of any one of three of the world's top riders -- Travis Rice, Andy Finch and Gretchen Bleiler -- on three international courses, and can choose from six different boards to ride. The game is all about pulling off the best tricks, with style being the dominant factor. Players can even review their moves with video replay pick-ups. Featuring realistic slope graphics and a host of jumps and rails to ride, Arctic Challenge Snowboarding is the closest mobile gamers can get to being a "pro" snowboarder.

"Snowboarding has become one of the defining youth sports of the last decade; and The Arctic Challenge is the most authentic and aspirational competition brand in this space. We are delighted to be the first publisher to associate real-life competition and world-famous snowboarders with a snowboarding mobile game title, and look forward to rolling out this title in partnership with carriers and portals in all key markets," said Paul Maglione, Senior Vice President of Publishing and Marketing for Digital Bridges.

"We have experimented with mobile content to snowboarders for several years now. Already in early 2003 we delivered MMS services from the event to mobile users. Our ambition is to bring The Arctic Challenge to as many snowboard fans as possible – no matter where they are or what technology they use. If you can't come to the Arctic, you can enjoy the good vibes of the event on your mobile phone. By developing and distributing "Arctic Challenge Snowboarding", Digital Bridges are bringing solid content value to the event and the fans, says Henning Andersen, CEO of The Arctic Challenge.

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