

I-Play Breaks Ricochet® Out of The PC

London, UK & San Francisco, CA – January, 23, 2007 – I-play, the mobile entertainment company, today announced the global launch of Ricochet®: Lost Worlds on mobile phones, a new version of the incredibly successful PC game by premiere casual game publisher iWin and leading developer Reflexive® Entertainment. The popular brick-breaking puzzle game, which was featured for 137 weeks on Real Arcade's top 10 list, will now be available to over one billion mobile subscribers through I-play's international distribution network.

In Ricochet: Lost Worlds, players battle through 80 quick and challenging rounds within eight different user-selectable environments. Providing hours upon hours of exciting gameplay, gamers will discover more than twenty unique specialty bricks and obstacles, 18 innovative power-ups and multiple bonus point opportunities. Four difficulty levels make the game easy to pick up but tough to master, ensuring that players of all skill levels can stay challenged.

"Ricochet: Lost Worlds is a great puzzle title for the casual gamer. It takes the classic brick breaking genre to a new level with innovative power ups, four superbly designed worlds and a tricky ring challenge adding an entirely new dimension of fun to this arcade action favorite." said David Gosen, CEO of I-play.

Ricochet: Lost Worlds is the fifth iWin game that I-play has recreated for mobile platforms on a global scale, following a series of hits including Jewel Quest, Mah Jong Quest, Big Kahuna Reef and Inca Quest.

"iWin aims to deliver the most enjoyable gaming experiences for the largest audiences possible so it thrills us to partner with Reflexive and I-play on Ricochet: Lost Worlds, as I-play's incredible reach brings one of the most popular casual game titles to one of the biggest markets of all—the mobile community," said CJ Wolf, CEO, iWin.

Ricochet: Lost Worlds is available through major US carriers. To purchase or for more information, please visit www.iplay.com.

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. A move into mobile video content via a license agreement with Universal Mobile Entertainment sees I-play offering the best clips from Universal Studios' most popular blockbuster movies.

I-play's investors are Apax Partners and Argo Global Capital. I-play is headquartered in London, with North American Regional HQ in San Mateo, California and European Regional HQ in Dunfermline, Scotland; a publishing studio in Macclesfield as well as sales offices in Paris, Hamburg, Madrid, New York and Singapore.

For more information, please call +44 (0) 20 7901 1760 or visit us at <http://www.iplay.com/>. I-play is a trademark and trading name of Digital Bridges Limited.

About iWin

Founded in 2001, iWin is a premier developer, publisher and distributor of casual games for the mass market on multiple platforms and devices. The company also manages one of the leading games portal through its web sites www.iwin.com. iWin distributes its games through several leading web properties including Yahoo, Real Networks, MSN, Shockwave and AOL. In 2004, iWin's top game, Jewel Quest™, was finalist for the 2004 Billboard Digital Entertainment Awards as 'Downloadable Game of the Year'. iWin's offices are located in San Francisco.