

Adopt a Dog with I-play This Summer

London, UK & San Francisco, CA – July 11, 2006 – I-play, the mobile entertainment company, today announced the global launch of My Dog, the casual title described by industry critics as having ‘enough variation to keep owners returning to their four-legged-friends time and time again’. Mobile phone operators and online portals across North and South America, Asia Pacific and Europe, are set to launch this ‘one thumb play’, original title, in July to mobile gamers around the world.

Developed, created and published by I-play, My Dog will offer mobile casual gamers the opportunity to adopt a dog and look after him every day on their phone. They will need to make sure their adopted dog is happy and healthy or else bear the consequences! The game is run in real time and man’s best friend will let users know what he’s feeling through cute thought bubbles and actions. The title has a ‘pick up and play’ appeal that will delight casual gamers of all ages.

The game is set in a family home with three distinct environments: kitchen, garden and living area. Owners can do everything they would with a real dog – play with him, pet him, feed him, take him for walks and clean up after him. Other fun features include shopping for new toys, grooming items and special food or drink items as well as showing off their pet in the weekly ‘Pet Shows.’ The title has a high replayability factor because not only does the pet owner have to check up on his dog regularly but also once the gamer is bored with his animal he/she can get a new one.

David Gosen, CEO, I-play commented: “We’re thrilled about the launch of this original title. It’s very much at the heart of I-play’s philosophy of creating a balanced portfolio of games that appeal to a broad demographic. My Dog will appeal to experienced casual gamers but also to younger novice game players. It provides immediate accessible gameplay, combined with the addictive nature of having to check up on your pet on a daily basis.”

About I-play

I-play brings the best in mobile entertainment to an audience of over one billion people via a network of over 100 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. Working with the best media and entertainment brands I-play is dedicated to fulfilling the promise of the mobile phone as the first truly mass-market electronic entertainment 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; a publishing studio in Macclesfield as well as sales offices in Paris, Hamburg, Madrid, Rome, New York and Singapore.