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THE FOURTH INTERNATIONAL MOBILE GAMING AWARDS IS NOW OPEN FOR ENTRIES

Unique Global Initiative Rewards Innovation in Mobile Games

MARSEILLE— June 27, 2007—The International Mobile Gaming Awards, founded in 2004, is now launching its 4th edition. In 2006, 400 developers from 42 countries participated to the competition, which makes the IMGA one of the most important competitions in the Mobile Entertainment Industry.

The first Mobile Games were launched in 1997 and now, 10 years later, we see a large variety of mobile games on the market ranging from casual games, to high-end 3D games, multiplayer and social networking games.

It is IMGA's mission is to reward and recognize the best innovators and the most creative developers of mobile games in the world.

As of today, developers can submit their game on line at www.imgawards.com and compete in an international arena with top studios and individual developers from all over the world.

A total of US\$ 40,000 in prizes will be awarded in the following categories:

- Excellence in Connectivity (Multi-platform, social networking)
- Excellence in 3D
- Excellence in Game Play
- Best licensed IP-based game
- Best Casual Game (Flash, Java, etc.)

Three of the 6 winners of the 2006 competition and the Grand Prix winner made the following comments about the impact of the Awards on their careers:

Grand Prix winner Oscar van Deventer of TNO in the Netherlands commented:

“Winning the 2006 IMGA Grand Prix *and* the Innovation Award is now helping us to establish the partnerships that will take Triangler a step further. The prize is opening a lot of doors and we are in the process of negotiating a major development and publishing agreement. So anybody with the next bright concept for a mobile game: send it in, you have everything to win and nothing to lose!”

“Winning the Best Use of Connectivity award was one of the best things that happened to Anino Mobile. Not only did we get a new test phone and a cool \$5k to line our pockets, but we were also able to get noticed by a number of publishers and sign several high-profile deals,” Said Paul Gadi of Annino Mobile in the Philippines.

Grzegorz Trubilowicz of Iks Mobile, winner of the Flash Award said: “We had just started creating mobile games for a couple of months before the competition. Thanks to the award we got more motivated and well known around the world. Money, prestige and a lot of buzz around IKS Mobile, interviews in the press and on TV - what else do you need?! ;-)”

Maarten Noyons, founder and Managing Director commented: “In 2006 we saw exciting new connected games and multiplatform games entering the competition, games that were using all the features of mobile phones including microphone, camera, motion sensors and connectivity. We reviewed location based games and 3D games with stunning high quality graphics, and simple, addictive 2D games developed with flash. This year we are expecting to see innovations and improvements in all these areas. In October we will bring you the 25 nominated games that represent the cutting edge of Mobile Entertainment worldwide.”

Entrants are invited to submit initial proposals before 6pm CET September 24, 2007, and a short list of 25 will be announced by the end of October. Those short listed will then have until January 28, 2008, to produce a demo version of their concept for judging. The winners will be announced in Barcelona on February 11, 2008.

For more information about the IMGA and to submit enter the 2007 competition, visit www.imgawards.com.