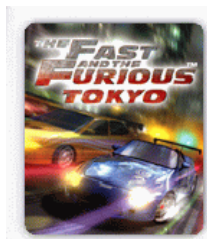


31 August 2007

By: Florin Troaca, Communications News Editor



The Fast and The Furious: Tokyo
Digital Bridges Limited

[Fast, Furious, Play!](#)

I-play famous games distributed by Handmark

Handmark, the world leader in mobile media content distribution and development, together with [I-play](#), the famous mobile entertainment company, announced a new game distribution collaboration. According to it, successful I-play games for [BlackBerry](#) devices will be distributed globally by Handmark via its distribution channels. More specifically, the games that Handmark will distribute include The Fast and The Furious: Tokyo, which has until now more than 8 million downloads and Jewel Quest, a match game that reached, since its debut in 2004, more than 40 million downloads. Of course, other I-play titles will benefit as well from Handmark's distribution: Mahjong Quest (the popular mind-bending puzzle game), My Dog (adopt a dog as your pet and take good care of him), [Pillowfight](#) (the only game for mobile devices where sexy girls compete in pillow fighting) and 3d Pool: High Roller (from I-play's successful Pool franchise). David Gosen, Chief Executive Officer at I-play, said: *"I-play is pleased to work with Handmark and to be reaching the audience of BlackBerry users with our market leading casual oriented games. Our simple to play, difficult to master game development philosophy is a perfect fit for gaming on the BlackBerry device."* "We are focused on building a robust portfolio focused on the very best mobile content for our customers and partners around the world," said Douglas Edwards, Chief Marketing Officer and co-founder of Handmark. *"I-play is a respected and well-known mobile entertainment creator that continues to develop top-quality titles and its products are a great addition to our catalogues."* Handmark, based in Kansas City, US, offers exclusive game distribution via US mobile operators, including on-device web and client portals. The distribution also involves web-based and on-device stores in Europe, as Handmark has relationships with most of the important device manufacturers.