

31 March 2008

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## [Free Mobile Games From Cellufun, on AOL's Portal](#)

*Free, but ad-supported*

Cellufun announced that it will provide, from now on, free [mobile games](#) for AOL's new mobile gaming portal. This is great news for all mobile gamers, but also for Cellufun, fresh winner of the 2008 Global Mobile Award for the Best Mobile Game (received at MWC 2008), with one of its latest titles: Call of the Pharaoh. AOL's mobile website now hosts all of Cellufun's popular mobile web games, including the mentioned Call of the Pharaoh, Ice Fishing, Space Wars and so on. Users accessing the portal can choose between 5 categories: Community Games, Mind Games, Board Games, Mob Hill Casino Games, Adventures and Mobile Pets. The games are free of charge thanks to the fact that the portal is ad-supported, leveraging on the Third Screen Media service. No software is required to play Cellufun's games via AOL's mobile website, just a handset with a WAP browser and, of course, Internet connectivity. Steve Murphy, Senior Vice President at AOL, said about the new deal: "We're thrilled to offer Cellufun's catalog of popular games to our mobile users. Games are a great complement to the robust entertainment offerings available through the AOL mobile portal." "This alliance will allow the already strong Cellufun community to grow even stronger, and offer more exposure to the Cellufun name," added Arthur Goikhman, Chief Executive Officer of Cellufun. Mobile [gamers](#) interested in having some Cellufun fun, if I may say so, can access the new AOL mobile site, directly from their phones, at [this address](#). Based in New York, Cellufun provides free, ad-supported casual and multi-player games for all Web-enabled handsets whether old or new-generation. Since 2006, more than 4 million games were downloaded in 160 countries, which can only mean that people do like Cellufun games.