

CASH-U AND iFONE TO DEMONSTRATE FIRST STEP IN MULTI-PLAYER WIRELESS GAMING

Submitted by: Brands2Life
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High-score 'Breakout' tournament at the Cash-U, Motorola and IBM stands at 3GSM
Chance to win Motorola T-720 J2ME handsets

London, February 13th 2003: Wireless gaming leaders iFone and Cash-U Mobile Technologies today announced the launch of the first phase in multi-player gaming. The companies will demonstrate remotely hosted 'high-score' games tables at this year's 3GSM event, featuring iFone's Atari Classic game 'Breakout'. The co-operation between companies will make branded interactive wireless games available to operators through Cash-U's Pecan Gaming platform. The interactive components of the games will be developed by using Cash-U's Pecan SDK.

iFone already provides market-leading entertainment content to a number of mobile operators worldwide, including Hutchison 3G, Vodafone, O2, Deutsche Telecom, M1 and Far Eastone. The company has exclusive rights to an extensive catalogue of content, ranging from Atari arcade classics such as Pong, Breakout and Asteroids; through traditional board games such as Monopoly, Cluedo and Game of Life; to today's leading-edge titles such as Stuntman and V Rally.

Lewis Macdonald, Chief Commercial Officer at iFone commented, "This is an exciting advancement in wireless gaming. Using this kind of technology, we will be able to extend the reach of our games by adding a 'hall of fame' element. We are pleased to be working with Cash-U and look forward to making our games even more compelling for consumers."

"iFone is one of the pioneers in wireless entertainment content," comments Graham Thomas, VP Strategic Marketing and Content at Cash-U. "I am impressed with how iFone has brought popular classics such as Breakout to the marketplace. We are excited to be working with iFone in extending the appeal of these classic games into tournaments and multi-player games. Connecting J2ME games and introducing new MMS games are key activities for Cash-U this year."

Cash-U will be showcasing a 'Breakout' tournament as well as 'Bowling' by the Korean developer Com2us from its stand at 3GSM (Hall 2, Booth E17). Running live tournaments simultaneously across the IBM, Motorola and Cash-U stands will show the availability of this technology.

About iFone

iFone is backed by Marlborough Holdings, a technology investment firm, and is a preferred partner of Infogrames Entertainment. The management team combines expertise in games' publishing, wireless games development and consumer marketing. The team brings experience from Sony, Psygnosis, Infogrames and Diamond Multimedia.

<http://www.ifone.com>

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About Cash-U

Cash-U Mobile Technologies is a leading provider of entertainment solutions for the mobile market. Cash-U enables Mobile Operators and Wireless ASPs to generate higher revenues and enhance their market position through innovative mobile entertainment services. Cash-U's Pecan Entertainment is an end-to-end solution for the creation, management and delivery of rich multimedia content as well as single or multi-user interactive games and applications. Cash-U's Pecan gaming platform is commercially installed with some of Europe's and Asia's leading operators and about 100 application developers are using Pecan SDK to develop mobile entertainment applications. Cash-U has a worldwide presence with offices in London, Israel and Asia Pacific.

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