

# Nicely Crafted secures publishing deal with Oxygen

Submitted by: Lothbury Financial

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Nicely Crafted breathes easy with Oxygen Interactive

Nicely Crafted Entertainment Limited (NiCE), a creator of massively multi-player on-line games (MMOG), has secured a significant publishing deal with Oxygen Interactive, a thriving software publisher for the computer games industry, to retail its award winning game Time of Defiance throughout Europe, Scandinavia, Australia and New Zealand.

Time of Defiance is the only available real time strategy game of its type and scale. With no need for a broadband connection, players can compete in their thousands on a global basis in the worlds only full 3D real time strategy game. NiCE has created its own unique server technology (AliceServer) that separates the creation of the gaming environment from the technology that operates it. This enables NiCE to develop future games in a faster time and at considerably less expense than industry norms.

Through this partnership with Oxygen, Time of Defiance will be sold for the first time as a Compact Disc both on the high street and through online retailers. Each disc will retail at £29.99 and gives users 3 months online playing time of Time of Defiance, with the ability to renew after that through online subscription. The deal is structured to provide NiCE with upfront fees, as well as a share of both CD revenue and continued subscriber revenues.

The Oxygen and NiCE partnership kicks off with a concerted marketing campaign on 10th October throughout the targeted countries within Australasia, Scandinavia and Europe. The market size is vast, with a potential active gaming customer base of millions throughout the relevant countries, with a large proportion coming from the German market. Time of Defiance already boasts a high retention rate with online customers, meaning a significant proportion of disc buyers have the potential to become longer-term online subscribers.

Toby Simpson, Managing Director of NiCE, said: We are deeply proud of Time of Defiance, from the technology that drives it, to the quality and longevity of game-play that it provides to players. Having Oxygen Interactive as our publisher is enormously exciting for us, as it allows Time of Defiance to be introduced to markets that we would never otherwise be able to enter. Furthermore, this is a very significant milestone in the development of NiCE, as we now have the muscle of a publisher who really believes in Time of Defiance behind it."

Jim Scott, Managing Director of Oxygen Interactive, commented on the deal: Oxygen's decision to sign any product is always based on commercial awareness and recognition of market needs. However, this is never enough to make a product succeed in a result driven industry. We believe Time of Defiance to be a truly unique product of global appeal, which will lead the Online Gaming revolution, leaving other publisher's to follow. Time of Defiance is the way of the future and we are delighted to have such a special product within our progressive catalogue of titles

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Note to editors:

#### About Nicely Crafted

Nicely Crafted Entertainment Limited (NiCE) is a privately held multi-player online computer games (MMOG) company based in Cambridge, UK. NiCE develops, markets, maintains and hosts the client / server games; players connect to the NiCE servers to play. NiCE has created Time of Defiance, a one-of-a-kind online massively multi-player strategy game in real time. Time of Defiance encapsulates large scale empire building where people play against other human beings. With no artificial limits players are totally absorbed in the product, playing up to four weeks on one game. NiCE operates on a unique, proprietary software system, called AliceServer. NiCE aims to create virtual realities for entertainment that are indistinguishable from reality itself.

#### About Oxygen Interactive

Oxygen Interactive is a computer games publisher of excellence, formed in 2002 by the Play X Europe Group. Headed by Industry Veteran and Play X MD Jim Scott to maximise his 16 years of industry knowledge, Scott has gone full circle back to his original love for making great games that gamers want to play. Scott began his career by developing games for his first publishing label Beyond Belief, which published numerous games on early platforms such as the Spectrum.

Headquartered in Northamptonshire, UK, Oxygen Interactives strengths lie in Play Xs strong experience of sales and distribution across every major territory. Oxygen has furiously recruited key management staff, representing the very highest levels expertise and knowledge within the industry.

Oxygen Interactive have aggressively formed partnerships with global third parties and currently are working with experienced development teams on high priority products for a worldwide market.

To date, Oxygen has successfully launched 4 products into the European market since its inception, with its most recent title charting within the Top 20 for 5 weeks.