

TELEFONICA LAUNCHES ZEEMOTE JS1 CONTROLLER IN SPAIN

Submitted by: MUSTARD PR

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Operator Embraces Zeemote JS1 Controller For Enhanced Mobile Game Play

Bedford, USA and Madrid, Spain – September 29, 2008 — Zeemote™, Inc. (<http://www.zeemote.com/>), the makers of intelligent wireless controllers for mobile devices and Telefonica, today announced an agreement which bundles the Sony Ericsson K530i with the award-winning Zeemote™ JS1 Controller. Included in the gaming bundle are four free Zeemote Ready™ games; Pac-Man®, Prince of Persia®, Need For Speed ProStreet™ and FightNight.

From October 1st 2008, mobile gamers will be able to purchase the K530i / Zeemote JS1 bundle online at www.telefonica.es, with more Zeemote Ready™ games becoming available throughout the year.

Including a thumbstick and four assignable trigger buttons, the Zeemote JS1 Controller offers real analogue control over Bluetooth™, enabling users to truly engage with mobile games that are Zeemote Ready™.

“With this announcement that Telefonica, one of the world’s leading mobile operators, is backing the Zeemote JS1 Controller, we are sending a clear message to the market –support for the Zeemote JS1 Controller and business model has become a reality,” said Jim Adams, VP of Sales and Business Development Worldwide at Zeemote.

“This deal means that mobile gamers throughout Spain will be able to experience the superior game play the JS1 delivers across a range of genres,” he finished.

-ENDS-

About Zeemote

Zeemote™, Inc. makes intelligent wireless controllers for mobile devices. The company’s debut product, the patented Zeemote JS1 controller, is the first and only wireless controller for mobile gaming. Small, fast, ergonomic and wireless, the Zeemote controller creates a near console game playing experience with true analogue thumbstick control. Recognizing the large market potential, major game developers and publishers including EA Mobile, Gameloft, Glu Mobile, Digital Chocolate, Eidos, Namco Bandai Europe Ltd, Finblade, FISHLABS, iPlay, Gamelion Inc., HandyGames™, IUGO, JUMP Games, Oasys Mobile, Orange Pixel, Player One, Player X, Reaxion Corp, SEGA® of America, Super Happy Fun Fun, Capricom Mobile and Tag Games have already adapted popular games to become “Zeemote Ready.” Zeemote was founded in 2005 by Beth Marcus, Ph.D., one of the creators of the first force feedback joystick for PC games, and is based in Chelmsford, Mass.

For further information about Zeemote or to arrange a media briefing, please contact:

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