

Sony Ericsson and T-Mobile 'drive' Fast & Furious into Spring with the W705 Zeemote® edition phone

Submitted by: MUSTARD PR

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Better Burnouts. Better Handling. Zeemote JS1 Bluetooth Mobile Gaming Controller puts you in control of the official 'Fast & Furious' mobile game, exclusively available to T-Mobile customers on the Sony Ericsson W705 Walkman™ phone.

London, UK – May 13, 2009 - Sony Ericsson today announced a partnership with Zeemote®, the recognised leader in wireless controller technology and products for mobile devices, to launch a console-style mobile gaming experience in the UK for the first time.

The Sony Ericsson W705 will be exclusively available on T-Mobile, bundled with a Zeemote® JS1 Bluetooth Mobile Gaming Controller and pre-loaded with the Fast & Furious Zeemote Ready™ game. The compact and comfortable controller features a highly responsive thumbstick and four action buttons to provide users with a truly fun and immersive mobile gaming experience. Fast & Furious, published by I-Play, boasts stunning graphics and addictive game play, bringing to life the sheer speed and intensity of real life street racing behind the wheel of over 32 muscle, import tuner and exotic cars.

"Sony Ericsson prides itself on bringing intuitive and entertaining technologies to its consumers. We are delighted to be giving them the opportunity to experience the award winning Zeemote™ JS1 Bluetooth Mobile Gaming Controller in combination with our W705 state-of-the-art handset," said Dave Hilton, Marketing Director Sony Ericsson UK and Ireland.

Ernie Cormier, CEO, Zeemote Inc, added, "We are pleased to partner with Sony Ericsson and T-Mobile to create the world's best mobile gaming experience for consumers in the UK through the feature rich W705 Walkman™ phone bundle featuring the Zeemote JS1."

Combining sleek design and best-in-class sound quality with super-fast HSDPA Internet access, the Sony Ericsson W705 Walkman™ phone is a fantastic all-rounder. The elegant and compact slider comes with a gorgeous 2.4" screen that is perfect for gaming, a 4GB memory card (expandable to 16GB), letting you store up to 3,900 songs and auto rotate (switches from portrait to landscape) functionality. The 3.2 megapixel camera allows users to capture photographs and video for easy upload via 3G or Wi-Fi to their favourite social networking sites.

The Zeemote™ JS1 Wireless Controller is compact, ergonomically designed to fit comfortably in the hand and easily connects to the Sony Ericsson W705 via Bluetooth for hours of mobile gaming fun with the Zeemote Ready™ version of the Fast & Furious from I-Play. In addition, the Zeemote JS1 is compatible with all genres of mobile gaming and the Sony Ericsson W705 comes pre-loaded with 5 additional Zeemote Ready™ Demo Games including Powerboat Challenge™, Rally Master Pro™, and Galaxy on Fire™ from FishLabs plus Tom Clancy's H.A.W.X™ and Prince of Persia™ from Gameloft.

For a limited time, T-Mobile is offering two additional free Zeemote Ready™ Games, Planet Riders and DEEP Submarine Odyssey, with purchase of the Sony Ericsson W705 Fast & Furious Bundle Featuring the Zeemote JS1. Additional Zeemote Ready™ Games will be available on the T-Mobile Web N' Walk Portal.

Dubbed "The Gaming Sensation of 2009" by a leading UK technology TV show, the Zeemote JS1 controller is this year's must-have peripheral for getting the most out of mobile gaming. The Sony Ericsson W705 / Zeemote® JS1 bundle will be available from May 2009 in the UK market at select retail stores or online at www.tmobile.com.uk

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About Sony Ericsson:

Sony Ericsson is a top global industry player with sales of over 100 million phones in 2007. Diversity is one of the core strengths of the company, with operations in over 80 countries including manufacturing in China and R&D sites in China, Europe, India, Japan and North America. Sony Ericsson was established as a 50:50 joint venture by Sony and Ericsson in October 2001, with global corporate functions located in London. For more information about Sony Ericsson, please visit www.sonyericsson.com

About T-Mobile

T-Mobile is one of the world's largest mobile operators with more than 126.6 million customers worldwide and is the service provider of choice for 16.8 million customers in the UK, making it one of the largest networks. T-Mobile has a range of innovative products and services, such as Solo, the SIM only option offering market-leading minutes and texts (at £30 per month) on a 30-day rolling contract; Combi, our best package deal; Flexi, a unique tariff with a flexible allowance; U-Fix, a tariff that combines pay-as-you-go and a minimum term contract, and web'n'walk, which enables customers to surf the internet on the move. Competitive high-speed Mobile Broadband tariffs include access to the largest worldwide Wi-Fi network, with more than 1,000 HotSpots in convenient locations in the UK and 27,000 worldwide. Network coverage is among the best in the UK at over 99 per cent of the UK population. T-Mobile operates an advanced 3G HSDPA-enabled network capable of supporting effective mobile broadband speeds of up to 4.5Mbps and is the first UK operator to provide a nationwide HSUPA capability for faster uploads. For more information about T-Mobile UK, please visit www.t-mobile.co.uk

About Zeemote Inc.

Zeemote Inc. is the recognized leader in designing, manufacturing, marketing and licensing wireless controller technology and products for mobile devices.

About Zeemote JS1 Controller

The company's debut product is the Zeemote JS1 Controller, which creates the world's best mobile gaming experience.

The award-winning Bluetooth gaming controller is marketed and sold globally through partnerships with top handset manufacturers and mobile operators. The world's leading mobile game developers and publishers are actively creating Zeemote Ready titles to take advantage of the exciting and immersive game play delivered by the JS1 Controller.

For press information please contact:

Eleni Christou

Brando
0207 419 6941
eleni@brando-world.com

Mariam Shahid
Brando
0207 419 8624
mariam@brando-world.com

For Zeemote press information, please contact:

Andrew Durkin / Sarah Bedwell
MUSTARD PR
Tel: +44 (0) 1628 502601
andrew@mustardpr.com /
sarah@mustardpr.com

Glenn Kiladis
Zeemote Inc.
+1.617.319.9789
gkiladis@zeemote.com