

Press Release



IN-GAME ADVERTISING GOES MOBILE

IGA Worldwide, Inc. and Exit Games partner to launch world's first mobile in-game advertising solution

Hamburg / New York, March 21, 2006 - IGA Worldwide and Exit Games today announced a partnership to enable the world's first mobile in-game advertising solution. Neutron, Exit Games' leading multi-player solution for mobile phones, will be integrated with IGA Worldwide's ad-serving platform the Radial Network, to enable advertisers to reach consumers via mobile games.

Using Neutron game publishers can create in-game advertising that can be dynamically updated (DIGA) for mobile phone games running Java, BREW or Adobe Flash Lite. By using the Radial Network advertisers will be able to update, change, geo-target and receive detailed reports on their mobile campaigns.

IGA Worldwide and Exit Games will also offer consulting to help both advertisers and game publishers to leverage the vast potential of mobile in-game advertising.

IGA will also drive standardisation of mobile advertising formats and guidelines on metering and consumer privacy with the IAB standard body to support broad industry and consumer acceptance.

As seen in pioneering examples, mobile in-game advertising already offers a variety of rich formats. 'Penalty Cup', a one-thumb soccer shoot-out game, features in-game banners and sponsored multi-player tournaments. In a more mobile-centric approach, the location-based social application, 'Meetmee' highlights how advertising or sponsored coupons can be effectively linked to the mobile phone user's real-world location.

In the near future, mobile in-game advertising will become increasingly attractive for providers of mobile phones. As new multimedia devices feature excellent processor performance, display technology or 3G surround sound, in-game advertising can now be displayed to a very high quality. Today, many millions of handsets including games are being sold, and consequently consumers will see virtual billboards appearing in football stadiums in mobile games. In certain mobile games users of BenQ Mobile handsets will find well-known lifestyle brands and products.

"We already know in-game advertising in pc and console gaming is proving a success. Applied to mobile it has the potential to revolutionise many areas of the mobile gaming market. It is something we'll monitor very closely," said Matt Davies, Director of Codemasters Mobile.

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“We are excited to be partnering with IGA, as their unique approach on in-game advertising best meets the special needs of the mobile gaming sector,” said Harald Behnke, CEO at Exit Games.

“Partnering with Exit Games is a perfect fit, both because of their superior connectivity solution and their global footprint with mobile operators and publishers,” concluded Justin Townsend, CEO at IGA Worldwide.

The combined solution will be available in both Europe and North America in Q2.

About Exit Games

Exit Games is a software provider for mobile entertainment platforms. The core product Exit Games Neutron is the leading mobile multiplayer solution, connecting mobile operators and users all over the world. Clients and partners of Exit Games are leading publishers, developers and mobile communications companies like Ifone, Mobile Lingo, Skyzone, Fremantle, Vodafone, Sprint, T-Mobile, Qualcomm, Sony Ericsson, Siemens or BenQ Mobile. Exit Games was founded in 2003 on venture capital funding and maintains branches in Hamburg, Germany and San Francisco, CA /USA.

Need further information?

Anette Menke (PR-Agentur „Text100“)
Telefon: +49 (0) 89 - 99 83 70 89, E-Mail: anette.menke@text100.de;

Alexandra Vogel
Telefon: +49 (0) 40 - 41 35 960, E-Mail: press@exitgames.net
Adam Stoll (Exit Games USA), Telefon: +1 (415) 978-9820, E-Mail: adam.stoll@exitgames.net

About IGA Worldwide, Inc. (www.igaworldwide.com)

IGA Worldwide is the global leader in 360-degree in-game advertising solutions, helping brands to achieve measurable results in the world's fastest growing and most engaging new communications medium. Through its proprietary ad serving network, Radial®, IGA enables advertisers to dynamically target millions of engaged consumers across a broad range of game platforms, titles and genres, whilst its wholly-owned communications consultancy, Hive Partners delivers strategic consulting services and exclusive access to unique integrated product placement and co-promotion opportunities.

Headquartered in New York with offices in London and Berlin, the group is backed by Easton Capital Group, Morgenthaler Ventures and DN Capital. IGA has recently been voted by ad industry-leaders as the ‘Breakout Company of the Year 2006’ and as a ‘Top 100 Private Company’ in the media and entertainment sector in the OnHollywood awards.

For further press information please contact:

Helen Cleaves or Drew Benvie at LEWIS
Tel: +44 (0) 20 7802 2626
Email: helenc/drewb@lewispr.com
Website: www.lewispr.com
www.igaworldwide.com