

Press Release



150,000 Firstfun.TV online gamers become mobile through Exit Games Neutron

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The European online gaming pioneer Firstfun.TV relies on Exit Games Neutron as an exclusive multiplayer solution for the implementation of its successful range of games for mobile phones.

The online gaming portal Firstfun.TV, well-known, among other things, through its cooperation with media partners such as Computer Bild Spiele magazine, has an enthusiastic community of some 150,000 active gamers. Along with ebay and Amazon, this offer was recently distinguished as a finalist for the "Website of the year 2004" award. By porting their successful casual games such as „Ping Pirate" and „Larry & friends Super-Eggomania" to mobile phones, Firstfun TV is now - accompanied by a Major Publisher deal - striving to achieve regional expansion in Europe, Asia and the USA, as well as access to the booming mobile multiplayer market.

At the 3GSM in Cannes, Exit Games will announce Firstfun.TV as one of several new international customers. Exit Games is an internationally leading service provider for mobile multiplayer solutions. With references such as Vodafone, T-Mobile, or Sony Ericsson, Exit Games Neutron is one of the first technologies world-wide to make cross-network mobile multiplayer games commercially available.

"Exit Games Neutron is the ideal multiplayer service, allowing us to offer our members a thrilling mobile game experience in the future as well," says Oliver Schmidt, CEO of Firstfun.TV, about the cooperation.

Harald Behnke, CEO of Exit Games, adds: "We are happy that we have won a client in Firstfun.TV with extensive community management know-how based on several years of online gaming experience."

The first common mobile releases, branded with well-known Firstfun.TV characters such as the Pings, Larry and Jacomo, are planned for the first quarter of 2005.

Based on the expanded community features of the Exit Games Neutron version 2.0, which is soon to be released, the launches will be accompanied by prize campaigns and other promotional activities.

About Exit Games

Exit Games is a leading service provider for mobile entertainment software. Its core product Exit Games Neutron connects mobile gamers all over the world. The open multiplayer solution is based on the OMA Games Service industry standard, co-developed by Exit Games. Clients and partners of Exit Games are world market leaders such as Com2uS, Kuju Wireless, Vodafone, T-Mobile, Orange or Sony Ericsson. Exit Games was founded in 2003 with the participation of venture capital.

About Firstfun.TV

Since 2001, Firstfun.TV, with its Internet gaming club of the same name, has been offering "a little entertainment in between" for casual gamers between the ages of 7 and 77. More than 150,000 registered members form one of the largest German-speaking Internet gaming communities for casual online games. The range of offers includes 42 online games of various genres, featuring self-developed figures and characters such as, for instance, the Pings, Larry & Friends, and Renny & Claus; a new game is added every 2 weeks. Firstfun.TV maintains media cooperations with Computer Bild Spiele and AOL. The company is a spin-off of deep visions Multimedia GmbH.

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Additional press information and image material (in printable resolutions) regarding Exit Games is available in the Company section of our online press portal at <http://www.exit-games.com>.