

Press Release



Exit Games Forms In-game Advertising Partnership with Amobee for Mobile Games

SAN FRANCISCO – March 13, 2007 – Exit Games, the leading global provider of connected mobile entertainment software and related services for game developers and publishers, today announced a partnership with Amobee Media Systems to help operators and game publishers realize additional revenue streams from in-game advertising. As part of the agreement, the two companies will collaborate to serve contextual and targeted opt-in advertising impressions for mobile phone games running on Java and BREW handsets.

Through the newly formed partnership, Exit Games' Neutron, the leading multiplayer solution for mobile phones, will be integrated with Amobee's HAPI (Handset Application Programming Interface), a small SDK file that enables mobile phones to receive ads from Amobee's mobile ad-server. Following integration, HAPI can be activated in minutes from within the Neutron SDK, thereby making the game conditioned to accept ads. Advertisement inserts are displayed on the player's screen during idle game time as well as dynamically in the game environment. The subscriber has the option of engaging with the advertising brand to receive additional information, initiate a transaction, or opt not to view the ads and continue the game as usual.

"In-game advertising has a tremendous positive impact on the videogame industry, as it lowers the cost of games while dramatically increasing the number of downloads. Using Amobee's ad-serving technology, operators and game publishers can provide greater value to their customers, delivering a high-quality, low cost, and entertaining game experience on mobile," said Tom Sperry, CEO at Exit Games USA.

"Ad-funding has the potential to revolutionize the mobile gaming industry," said Roger Wood, SVP and GM of the Americas for Amobee Media Systems. "However, consumer acceptance is the key to success and we firmly believe that the subscriber must see a concrete benefit in terms of the cost and quality of mobile content. This partnership with Exit Games benefits the whole mobile ecosystem, providing a new advertising channel for brands, new revenue opportunities for carriers and content publishers, and a highly desirable price point for consumers."

Exit Games Neutron connects mobile gamers on a global scale, providing the market's widest array of multiplayer features for communication, community, administration and billing. Neutron powered games are launched by over 100 carriers and portals in more than 50 countries worldwide.



Amobee is the first company to deliver a user-centric approach to ad-fund the operators' entire mobile content and communication business (including Browsing, Video & Music, SMS, MMS and Games). Advertisements are presented in a relevant, contextual, targeted, personalized and user-friendly manner, placing the mobile user at the center of the experience and engaging operators, developers and agencies in the creation of new advertising "value streams".

About Exit Games

Exit Games is a leading service provider for multiplayer mobile and online games. The Exit Games Neutron® service platform connects network and service providers with users all over the world. Neutron is used by leading game publishers, developers and mobile communications companies like THQ Wireless, Glu, World Golf Tour, SkyZone, Square Enix's UIEvolution, Fremantle Media, Verizon, Cingular, Sprint, Softbank, Vodafone, Qualcomm, Intel, Sony Ericsson or Siemens. The company was founded in 2003 with venture capital funding and maintains branches in San Francisco, CA / USA and Hamburg, Germany. For more information and printable images, please visit our website: www.exitgames.com.

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