



Connect2Media joins ng Connect Program to create next generation gaming experiences for LTE, 4G and other ultra-high bandwidth networks

Multi-platform publisher to create seamless global real-time mobile gaming experiences

Barcelona, February 16, 2009 – At the GSMA Mobile World Congress tradeshow and exhibition today, Connect2Media announced its participation in the ng Connect Program, a new multi-industry initiative which will drive the development of next generation broadband services based on Long Term Evolution (LTE) and other ultra high bandwidth technologies.

Connect2Media, a leading multi-platform entertainment publisher, has been announced as one of the inaugural members of the initiative. The company is a true multi-platform publisher with an award-winning Manchester-based game-development studio as well as worldwide sales operations. In addition, it is the exclusive distributor of Hands-On's well-known World Poker Tour and Guitar Hero titles outside North America. Further products within Connect2Media's portfolio include established brands such as BMW Racing as well as innovative game franchises like Go! Go! Rescue Squad! The company is especially advanced in multi-platform connected technologies.

"We pioneered the development of multi-player games for Hands-On such as World Poker Tour - which has web-to-mobile interfaces- a couple of years ago and helped make it a worldwide success," commented Volker Hirsch, Executive Vice-President of Connect2Media. "One of the key philosophies of Connect2Media has always been to embrace innovative technologies that can enhance the player's experience whatever platform they are using. This is why LTE is an incredibly exciting prospect for Connect2Media and we are convinced our participation in the ng Connect Program, with its focus on enabling a new user experience through LTE, 4G and other ultrahigh bandwidth technologies, will help us to create the seamlessly connected, incredibly fast and responsive gaming environment that consumers increasingly expect."

"The World Poker Tour games revolutionized connected gaming on mobile so that the player experience is much more akin to being in a social network than in a stand-alone game. With technologies like LTE we will be able to expand this kind of interaction and deliver real time game play environments on a global scale," continued Hirsch.

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About Connect2Media

Connect2Media develops and publishes interactive entertainment across multiple platforms including mobile, web and interactive TV. Headquartered in Manchester, UK, the company distributes globally including EMEA, Latin America and Asia. Connect2Media publishes and distributes a number of major franchises including Guitar Hero®, World Poker Tour and Civilisation as well as a range of original



properties including Go! Go! Rescue Squad! The company has a number of third party relationships with major software, entertainment and media franchise holders to take their IP's to new platforms. Headquartered in Manchester, UK, with offices in Paris, Munich, Madrid, Krakow, Tel Aviv, Sao Paulo and Bangkok, Connect2Media is firmly established as a global force in multi-platform publishing.

About The ng Connect Program

The ng Connect Program is an industry organization committed to the development and rapid deployment of the next generation of broadband services based on Long Term Evolution (LTE) and other ultra high bandwidth technologies. Founded in 2009, the ng Connect Program is supported by leading network, consumer electronics, application and content providers including 4DK, Alcatel-Lucent, Buzznet, chumby, Connect2Media, dimedis, FISHLABS, HP, QNX, Samsung, SIGNEXX, Total Immersion, TuneWiki and Words & Numbers. For more information on the ng Connect Program, please visit: www.ngconnect.org.

Media Contact:

Stephen Hey

Connect2Media

T: +44 (0)161 233 1839

E: shey@connect2media.com