

# Press release

*For immediate release*

## Swedish 'Advertainment' Publisher AddGames Delivers Computer Game for Coop Power's Christmas Campaign

[Stockholm, Sweden, November 20, 2001.] **Scandinavian computer games publisher AddGames has received an order for 100,000 copies of "Pick-Up Express" from the Swedish electronic goods giant Coop Power. The game will be distributed to Coop Power's customers for free in their Christmas campaign starting November 19. AddGames distributes ad-financed computer games ('advertainment') and is part of the UDS Entertainment Group.**

AddGames will deliver the computer game Pick-up Express to Coop Power for use in their large Christmas campaign starting November, 19. The game will be given to all of Coop Power's customers shopping for more than approx. USD 10 for free. The total edition is approx. 100,000 copies.

The game is financed by advertisers, 'advertainment' (advertising through entertainment). Ad-financed computer games is a rapidly growing market, due to its large impact in terms of brand recognition etc which widely exceeds both traditional Internet- and other marketing channels.

AddGames markets and distributes 'advertainment' computer games a worldwide market with UDS as the developing resource behind it. AddGames has published e.g. Mall Maniacs which was distributed in more than 125,000 copies in co-operation with McDonald's. Ad-financed computer games can easily be 'localized' (filled with local advertisers) with large potential profit margins for every game.

### **About AddGames and UDS:**

UDS, Unique Development Studios AB, was founded in 1997 and is today one of Scandinavia's leading developers of computer, video and console games. UDS has approx. 110 employees at its offices in Norrköping, Stockholm, Gothenburg and in Britain. UDS is owned by its founders and employees, and by Slottsbacken Venture Capital, Nordico Invest, Banc of America, The FKF Pension Fund, Metropolis Technology Investments (MTI) and other institutional investors.

UDS has well established partnerships with many of the leading game publishing companies in the world and recently received its largest order ever – for 2 MUSD for a computer game called "Core" to be distributed by German publisher CDV all over the world.

GlobalFun, which is a fully-owned subsidiary of UDS, develops and supplies interactive entertainment products for the world market, e.g. via its own en "gaming community" on the Internet. GlobalFun will also market UDS-developed games for digital TV and cellular phones.

The UDS group also contains AddGames, which markets and distributes ad-financed computer games ('advertainment') for the world market.

The world market for mobile online computer games is expected to grow 18-fold to 86 billion US dollars per year by 2006. Online entertainment via the mobile phone will overtake information and communication to become the most lucrative mContent revenue stream globally in 2005 (Datamonitor).

### **About Coop Power:**

Coop Power is one of Sweden's leading retailers of audio, video and computer products. The stores are located all over Sweden, from Malmö in the south to Luleå in the north, with 9 stores in the Stockholm area. Coop Power is part of the Nordic electronics group Coop-Elektro.

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