

PRESS RELEASE

Stockholm 2001-11-28

It's Alive and DNA launch Finland's first location based mobile game

Swedish mobile game developer It's Alive and Finnish mobile operator DNA Finland launch the SMS based mobile game 'BotFighters', being the first location based mobile game in Finland.

DNA Finland launched its advanced mobile services in February 2001 and has brought exciting new content and applications to the Finnish market. One of the flagship products will be the location based action game 'BotFighters', developed by Swedish game provider It's Alive. BotFighters uses mobile positioning to move the game arena out on the streets. Players design their robot style roleplay character on the game website, join a clan with other players, and then go out on the streets to search for enemies using the phone as a radar system. Once within firing range the duel can start...

"BotFighters from It's Alive is the best mobile game we have seen on the market", says Mikko Hovi, Marketing Director at DNA, "and it will also give us valuable feedback on using mobile positioning services for our future product development."

"DNA's choice to give BotFighters such a central role in their service portfolio shows that our focus on providing high end games is the right way to go", says Sven Hålling, CEO of It's Alive, "interest is great from mobile operators and the launch with DNA is one more step in our international rollout."

For further information please contact:

Sven Hålling
CEO It's Alive
sven.halling@itsalive.com
+46 705 82 53 23

Mikko Hovi
Marketing Director DNA Finland
mikko.hovi@dnafinland.fi
+358 44 044 4040

It's Alive Mobile Games (www.itsalive.com) is a leading provider of mobile games, determined to create the greatest game experiences ever seen on mobile phones. Launching the world's first location-based game BotFighters back in 2000, It's Alive is now working with mobile operators, portals and media corporations in creating the games that will redefine mobile gaming in the 22nd century.

It's Alive was founded in 2000 and is headquartered in Stockholm.

DNA Finland (www.dnafinland.fi) is a new kind of national mobile operator that offers both consumers and companies personal and tailored wireless solutions. DNA's mobile services are implemented in the most advanced network technology.