



PRESS RELEASE

It's Alive wins award for new game "Supafly"



Stockholm, 2001-12-06. The new game "Supafly" from Swedish company It's Alive Mobile Games was awarded the grand prize "Best Mobile Application" at the Ericsson Mobile Application Awards in Zurich. The game was selected as the winner out of more than 80 applicants from throughout Europe.

More than 400 people attended the event that was held in conjunction with First Tuesday Zurich at Technopark Zurich on November 4. The top ten candidates were invited to show their best mobile applications. The jury consisted of representatives from all four Swiss UMTS operators as well as from Ericsson, First Tuesday, CASH and the School for Art and Design Zurich. The audience also voted via SMS for the "People's Choice Award".

"It's Alive Mobile Games could convince the jury because its product Supafly is just going beyond the common idea of a mobile game", says Rolf Weiss, Vice President of Marketing and Communications at Ericsson Switzerland, "they combine comprehensively gaming with community services, location based add-ons, web and mobile platforms."

"Winning the award is yet another proof that our strategy to focus on high end games is the right way to go", says Sven Hålling, CEO of It's Alive, "the contest is a very good initiative by Ericsson, it helps stimulating the industry and the victory will of course help It's Alive in the marketing of this game."

Supafly is completely new type of game that drapes an adventure over the real world and let users interact in a virtual soap opera that will form a part of their everyday life. Players style their role-play characters on the game website and then enter into the soap where intrigues, gang conflicts, flirt and romance are the tools of the trade for becoming a virtual celebrity.

The game is a combination of multiplayer role-play game, buddy list, community and dating application, aimed at an age segment of 16-28. The use of mobile positioning adds another dimension of interactivity and excitement to the game, but it can also be used without positioning if not available.

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It's Alive Mobile Games (www.itsalive.com) is the provider of pervasive games, determined to create the greatest game experiences ever seen on mobile phones. It's

Alive works with mobile operators, portals and media corporations in creating the games that will redefine reality.