

## Press release

Stockholm, June 14, 2004

# Nikefootball.com game migrates to MSN Messenger

**A hybrid between Framfab Denmark's award-winning Goooooal! game and the current "Olé" game is now available on MSN Messenger in Europe, allowing users to play each other from their desktops. This makes the game available to 27, 4 million European MSN users.**

Last month, the Goooooal! game, which was originally part of a campaign on nikefootball.com, was awarded a Gold pencil at the prestigious One Show Interactive awards in New York. From June 13, a new and improved version of the game, called "Olé" is available on MSN Messenger 6.2 in most European countries.

The "Olé" game is a turn-based real-time multi-player football game, where the objective, unsurprisingly for a football game, is to outscore your opponent. What sets it apart are the real-time element and the simple, but fun, game play that allows users to jump right in and play.

*"Online games remain an effective way of acquiring and retaining users and getting them to interact with and understand a brand. And if you happen to create a game that really connects with your target group, they'll play it for a long, long time. The creative challenge is to find the unique brand approach that sets it apart from the multitude of online games"* says Lars Bastholm, creative director, Framfab Denmark.

*"Judging by our user's response to Goooooal! in its first version, we must have done something right with this game. So it was a natural next step to see if we could broaden the user group by extending the game to a platform outside of nikefootball.com. I believe this game sets a new standard for games in Messenger and with MSN's wide reach, hopefully more and more people will be playing "Olé" in the months to come",* Mr. Bastholm concludes.

You can access the game from the "Fun & Games" tab in MSN Messenger 6.2

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