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## **Boss Media acquires interest in Jadestone Group, a leading innovator in mobile games**

Boss Media is acquiring an interest in Jadestone Group AB, a Swedish company that is a world-leading developer of games and technology for mobile phones. In addition, Jadestone develops online and multiplayer games for various digital channels, often in combination with one another. Among other innovations, the company has developed a unique 3D-platform in Java, which provides the possibility to play skill games in a web-based environment.

Boss Media is initially acquiring 20 percent of the company's shares and holds an option to purchase an additional 5 percent. The transaction is strategically important for both companies, which immediately gain access to each other's customers and products. An agency agreement was signed between the two companies to increase each company's interest in promoting further sales of the other's products.

"This is an important milestone for us," says Peter Bertilsson, President and CEO of Boss Media. "We gain two things at the same time. One is a unique knowledge about the mobile area, in which it is difficult to keep pace with the rapid technological development for a company such as ours, and the other is that we gain access to know-how in the skill gaming area, which is closely related to our current portfolio technically but not in terms of the end-user experience. In the future, the telephone will be highly important as a distribution channel, both for gambling and entertainment games."

The companies are also entering into a development agreement in which Boss Media is assigning projects to Jadestone for the development of mobile games.

"Our goal is to develop strong, commercial game concepts using state-of-the-art technology," says Robert Henrysson, President of Jadestone. "By teaming with Boss Media, the leading supplier of gaming system solutions, we will be able to jointly deliver a host of new, exciting products aimed at the global gaming market."

### **For further information, please contact:**

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***Boss Media AB (publ)** is one of the world's leading suppliers of systems for digitally distributed gaming entertainment. Boss Media develops gaming system solutions for such distribution channels as personal computers, interactive video terminals, mobile phones and digital TV. Licensees are offered a customized gaming system, an integrated payment system as well as related services. The Boss Media-share is listed on the O-list (Attract 40) of Stockholmsbörsen (Stockholm Stock Exchange). More information about Boss Media is available at [www.bossmedia.se](http://www.bossmedia.se).*

***Jadestone Group AB** is a leading creator and developer of server-based mobile and online multiplayer games. The company develops both proprietary game formats and games based on well-known external IPs together with leading international media companies and publishers. Jadestone's head office is in Stockholm, Sweden, and its slightly more than 30 employees are currently developing Championship Manager Online, pioneering web-based sports games and a number of exciting mobile games concepts. The company is privately owned. More information about Jadestone is available at [www.jadestone.se](http://www.jadestone.se).*