



## Press Release

### Terraplay awarded Best Multimedia Marketing Campaign 2006

Stockholm 2006-11-06. E3, a network of Europe's biggest and most creative business-to-business marketing agencies, awarded Terraplay's launch of the Global Gaming Network "Best multimedia campaign 2006". The ceremony took place in Prague on October 29th.

The new corporate identity unveiled by Terraplay at the beginning of the year continues to capture the imagination of customers, industry and marketing experts.

The Global Gaming Network, a visionary service offering that provides games publishers, operators and game developers with the solutions they need to provide mass market connected gaming on a global scale, has earned the recognition of one of the biggest independent marketing and communications agency networks within Europe.

Dowell//Stubbs, the Stockholm-based branding consultancy assigned by Terraplay to create the Global Gaming Network launch campaign, accepted an award for best multimedia campaign at a prize-giving ceremony in Prague on 29 October. The E3 Network comprises 18 of the biggest and most creative business-to-business marketing agencies in Europe.

"We are very happy with the integrated campaign solution Dowell//Stubbs created for us. Launching our Global Gaming Network, a more customer-oriented proposition, it was important with a multiple channel approach to help promote the different features of our connected gaming platform", says Sven Hålling, CEO of Terraplay.

Terraplay's multimedia campaign includes a new-look website built on the tagline "Connecting Your Gamers" and is supported by corporate literature, advertising, sales and exhibition materials, including animated company and gaming presentations.

In September the leading players in mobile entertainment voted Terraplay the Best Games Service Provider at the 2006 ME Awards.

**About Terraplay**

Terraplay operates the Global Gaming Network, enabling game publishers, network operators and service providers to tie their games offerings to a global gaming community and deliver revenue-generating connected gaming services across all channels. We offer a complete solution for mobile connected gaming on all platforms, including content download, community, in-game payment and multiplayer. For more information please visit [www.terraplay.com](http://www.terraplay.com).

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