



It's Alive! Develops Mobile Games in Cooperation with CellPoint

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CellPoint Inc. (Nasdaq: CLPT, www.cellpt.com) and Swedish game developer It's Alive! (www.itsalive.com) establish a cooperation in developing location-based mobile games on the CellPoint Mobile Location System. The games can be played with any SMS-enabled phone or a WAP handset in an interactive mode with two or more players.

"Today's mobile games are too dull - we want to create games that appeal to the 'Playstation generation' by bringing the mobile phone to life," says Tom Söderlund, CEO of the Stockholm-based company It's Alive! "Certainly a cell phone can't really be compared to a modern game console. The key is to use the phone-specific features such as mobile positioning.

"Through the cooperation with It's Alive!, CellPoint enters yet another very interesting part of the location market," says Fredrik Wettergren, Project Manager at CellPoint. We believe that games will have a great impact in the future on younger peoples' attitudes to location services and the mobile Internet."

The cooperation between It's Alive! and CellPoint is based on early game testings on the CellPoint Mobile Location platform. After the tests, the It's Alive! games will be integrated with CellPoint's platform and offered as an integrated package to mobile operators.

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CellPoint Inc. (Nasdaq: CLPT, www.cellpt.com) is a US company with subsidiary operations in Sweden, Great Britain and South Africa delivering location and wireless telemetry services in cooperation with cellular operators worldwide. CellPoint's end-to-end cellular location technology works in unmodified GSM networks and uses standard GSM or WAP phones and standard Internet services. Several commercial applications are available for business and personal location services including Resource Manager™ for mobile resource management, iMate™ for location-sensitive information and Finder™, an application for locating friends and family. Subsidiary Unwire's programmable telemetry terminal servers are also integrated with the CellPoint System Platform enabling a broad range of applications for wireless remote management and control.

It's Alive! (www.itsalive.com) is the leading provider of location-based mobile games, and distributes its products through mobile operators to the end user's mobile phone. By exploring existing and future technologies, such as mobile positioning and Bluetooth and combining different media such as SMS, WAP, the Web and TV, It's Alive! creates games that bring the mobile phone to life. It's Alive! released the world's first location-based game, BotFighters, in November 2000. The company is headquartered in Stockholm and cooperates with market leaders in wireless communication such as Ericsson, CellPoint and SignalSoft. It's Alive! is owned by its employees and Speed Ventures.

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