

PRESS RELEASE

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Flirtylizer - The first mobile dating service with positioning

Just in time for Valentine's Day, Swedish Blue Factory is launching Flirtylizer, a dating service with positioning. This service allows people to send anonymous romantic greetings from their mobile phones. The positioning function makes it possible for the receiver to see the sender's current whereabouts.

Flirtylizer is the first mobile dating service with positioning and can be used via both SMS and WAP. With Flirtylizer you can send anonymous romantic messages to someone you care about, provided you know their telephone number. The service is based on the sender of the message knowing the intended receiver and as such does not entail an anonymous contact service.

- Mobile dating services are very popular in Asia and we believe that it has the potential to be equally fashionable here, says Soki Choi, CEO of Blue Factory. What is charming and exciting about Flirtylizer is that while remaining anonymous, the sender's whereabouts in respect to the receiver are revealed by the positioning function.

Flirtylizer is simply a service whereby a boy or a girl can send a romantic message to someone provided they know the telephone number of the intended receiver. The sender can, for example, invite someone to dinner or to a movie by selecting from one of the pre-selected categories made available. It is also possible to create a personal message of one's own. An SMS message is sent to the intended receiver, who can in turn reply by going into Flirtylizer and sending a return message. Here the receiver of the message can select the positioning function in order to determine the location of the sender. If the receiver sends a message to the right person, it will register as a match, and the telephone number of the sender is revealed. If not, the sender remains anonymous.

- Up to now, most mobile-game developers have focused their attention on the development of male-oriented services. We want to develop mobile services that even girls find fun, says Soki Choi.

With Flirtylizer, Blue Factory expands its current selection of entertainment services. The service is available for testing a limited time beginning on February 14th at www.bluefactory.com. It will be available through selected providers later this spring when the positioning function will also be activated.

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BlueFactory is an independent developer and provider of mobile entertainment services based on SMS and WAP over GSM and GPRS. BlueFactory supplies exciting new products to both guys and girls, regardless of age. Besides making people happy, BlueFactory also aims to become the preferred provider of mobile interactive entertainment.

BlueFactory has offices in Stockholm and Hong Kong. Thanks to its presence in the Nordic region and Asia, the company has access both to Sweden's leading position within mobile technology and to the highly developed user market in Asia. The first products were launched in October 2000. You can also visit our web site at <http://www.bluefactory.com>