

## PRESS RELEASE

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**Europolitan Vodafone and BlueFactory to collaborate**

### **Europolitan Vodafone launches BlueFactory's entertainment services**

During the coming week, Europolitan Vodafone will launch entertainment services from the Swedish supplier BlueFactory on its mobile portal, Hantera. The launch is the result of the collaboration agreement signed by the companies at the end of last year. The collaboration means that Europolitan Vodafone's mobile subscribers will gain access to new entertainment services from BlueFactory on an ongoing basis.

"Entertainment via mobile has great potential, but many different needs must be satisfied," said Mikael Kluge, Business Area Manager at Europolitan Vodafone. "We have chosen BlueFactory as one of our suppliers and collaboration partners. They offer a wide range of services that suit many of our mobile customers."

Statistics show that most mobile subscribers who use entertainment services get hooked on one or two games that they then play over and over again. BlueFactory therefore supplies a number of SMS and Wap services, of different character, and with different content. The aim is to provide services that both guys and girls think are fun and want to play. The new services will be available on Europolitan Vodafone's mobile portal, Hantera, from Monday, April 2.

One of the entertainment services that will be available is the classic international card game, Black Jack. The graphics are clear and distinct, so that the user can quickly understand what he or she must do. The aim is to win from the Bank.

"A good mobile entertainment service should be fun, easy to use, and not take too long to play. This is the starting point for all of the entertainment services we offer," said Soki Choi, CEO at BlueFactory.

At the end of last year, Europolitan Vodafone and BlueFactory signed a strategic collaboration agreement, and they are now launching their common business agreement. Apart from Black Jack, the entertainment services being launched include the trivia games Rank'Em and FootballQuiz, and the dating service Flirtylizer. More applications will be launched this spring.

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*BlueFactory is Sweden's largest independent supplier of interactive mobile entertainment services, supplying a wide range to mobile communications providers, portals and other distributors. The products are developed for guys and girls of all ages. BlueFactory's goal is to become the leading supplier of interactive mobile entertainment services. BlueFactory has offices in Stockholm and Hong Kong. Through its presence in Scandinavia and Asia, BlueFactory has access to Sweden's advances in the development of mobile technology and the well developed Asian user market. BlueFactory's services are based on SMS and WAP over GSM, GPRS and UMTS. The first products were launched in October 2000. For further information, please visit our website <http://www.bluefactory.com>*