

PRESS RELEASE

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BlueFactory targets the American market

Swedish company BlueFactory brings mobile fun to the iWireless Forum

Swedish mobile entertainment supplier, BlueFactory will be in Hollywood on April 2-4, showing American content providers a new way to reach and entertain people.

The first of its kind in America, the iWireless Forum aims to bring together the developers of the 21st century's first technology revolution – wireless Internet. As a successful player in Sweden's wireless market, BlueFactory will be present in the Swedish Advantage pavilion at the event, which will take place in Hollywood on April 2-4.

The iWireless Forum is an opportunity for BlueFactory to target its interactive mobile entertainment services at the North American market.

"Wireless entertainment has great potential, but it needs to reach a broad audience. With more than 20 applications, BlueFactory provides services that are interesting to both guys and girls, regardless of age – something for everyone, in other words. We believe this positions us well to tackle the American market," said Soki Choi, CEO at BlueFactory.

Taking its inspiration from I-mode, BlueFactory is one of Sweden's pioneers in wireless recreational products. In its home market, it has launched products like Flirtylizer, the first mobile dating service with global positioning, which 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 dependent on the sender knowing the intended receiver, so it is not an anonymous contact service.

"It's all about being able to have fun whenever you have spare time. Our games take about five minutes to play, and are always fun," said Stefan Nilsson Marketing and Communications Director of BlueFactory.

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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, and the range includes trivia games, adventure games and dating services. 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>