



Press release

For immediate release

GlobalFun Deliveres Cross Platform Computer Game To Sweden's Mobile Nation

[Gothenburg, Sweden, August 16, 2001.] **Interactive entertainment company GlobalFun has signed an agreement with Swedish telecom giant Telia Mobile to deliver a cross-platform computer game (that can be played both via the Internet and wireless units) to Telia Mobile's youth portal Mobile Nation. GlobalFun is a subsidiary of the leading Scandinavian computer game developer UDS.**

"This is a splendid start of our partnership with Telia Mobile and I look forward to its continuance. These types of games which the consumer can access both from the web and from mobile phones certainly have a bright future, and GlobalFun is well positioned in this new market niche", said Bertil Krumnack, Managing Director, GlobalFun.

Det här är en bra början på vårt samarbete med Telia Mobile och jag ser med tillförsikt fram emot fortsättningen. Denna typ av spel som konsumenten kan nå från både Internet och mobiltelefon har verkligen framtiden för sig och vi ligger väl positionerade inför detta, säger Bertil Krumnack, verkställande direktör, GlobalFun.

GlobalFun will develop and deliver the game "Tic-Tac-Mu" for the youth portal Mobile Nation. "Tic-Tac-Mu" is about two bored farmers, Tic and Tac, playing 'tic-tac-toe' on their cow Mu. The Internet version of the game includes chat, sound and animations while the WAP version is slightly less advanced.

GlobalFun, which is a fully owned subsidiary of UDS, develops and supplies interactive entertainment products for the world market. Its head office is located in Gothenburg on Sweden's west coast.

About UDS and GlobalFun:

UDS, Unique Development Studios AB, was founded in 1997 and is today one of Scandinavia's leading developers of computer, video and console games. UDS has approx. 110 employees at its offices in Norrköping, Stockholm, Gothenburg and in Britain. UDS is owned by its founders and employees, and by Slottsbacken Venture Capital, Nordico Invest and Banc of America.

UDS has well established partnerships with many of the leading publishing companies in the world and recently received its largest order ever – for 2 MUSD for a computer game called "Core" to be distributed by German publisher CDV all over the world.

GlobalFun, which is a fully-owned subsidiary of UDS, develops and supplies interactive entertainment products for the world market, e.g. via its own en "gaming community" on the Internet. GlobalFun will also market UDS-developed games for digital TV and cellular phones.

The world market for computer games is expected to grow by more than 70 per cent and be worth 86 billion US dollars by 2006 (Informa Media Group). The market for online games is expected to increase to 6 billion US dollars within four years. Entertainment via the mobile phone will overtake information and communication to become the most lucrative mContent revenue stream globally in 2005 (Datamonitor).

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