

PRESS RELEASE

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BlueFactory joins hands with Hutchison Telecom to offer Hong Kong's first WAP-based football entertainment quiz via Orangeworld

Swedish BlueFactory has now entered the Chinese market, by joining with Hong Kong's largest telecommunications operator, Hutchison Telecommunications (HK) Limited (Hutchison Telecom), to launch the first WAP-based football entertainment game – FootballQuiz, gaining a strong entrance into the growing Chinese market. With Hutchison Telecom's Orangeworld wirefree internet service, Hong Kong users can now access to Swedish-developed trivia games about the football and entertainment worlds while on the move.

This is the first time the football-lovers in Hong Kong can have mobile access to coveted football entertainment, which is tailored to suit local conditions i.e. with another language and somewhat different content. The new FootballQuiz and CelebriQuiz are available via Hutchison Telecom's Orangeworld wirefree internet service, the richest WAP service to date in Hong Kong. Orangeworld subscribers can enjoy BlueFactory's entertainment services for a fixed monthly sum.

"The collaboration with Hutchison Telecom is above all a great success for our Hong Kong office, but also a challenge for us in Stockholm," said Soki Choi, MD for BlueFactory. "It is strategically important for us to be present in Asia, as developments in mobile entertainment happen quickly there. Asian users also make different demands than European."

Hutchison Telecom is by far the largest telecommunications operator in Hong Kong with over 1.7 million subscribers. The company leads the market with high-quality network, the widest roaming coverage, innovative products and services, as well as a leadership position in the corporate communications and wireless Internet market.

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HYPERLINK Already the market leader in Sweden, BlueFactory aims to be the leading provider of mobile interactive entertainment in Europe. BlueFactory offers wireless enabling technologies, software and entertainment applications based on existing and future technologies (SMS, WAP, WIG, WEB, KJAVA, Positioning and Bluetooth). BlueFactory currently has offices in Stockholm and Hong Kong. www.bluefactory.com