

Press release
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Try your luck as a football manager – Europolitan Vodafone launches mobile football games.

It's always easy to say how a football team should be coached when you're sitting safely in the stands. But now you can really put your knowledge to the test by coaching your own team from your mobile phone – wherever you happen to be.

Games that allow you to manage a football team both on and off the field are nothing new in the world of computer and TV games. These manager games have become extremely popular, as shown by their consistently high and increasing sales figures. Until now, however, they have not been available in the mobile games market. Given the Swedish football team's recent successes and their forthcoming participation in the World Cup, Europolitan Vodafone is delighted to announce the launch of two new football games for its customers.

The games are called ManagerZone and Hattrick, and were developed by the companies ManagerZone AB and Extralives AB respectively. ManagerZone is a new and specially developed game with a clear focus on mobility, while Hattrick is an established game with a steadily growing user base that has now added mobile functionality to its features.

"Football games, and particularly football manager games, have been a tremendous sales success over the last few years, even without a mobile connection," says Mikael Kluge, Director of Europolitan Vodafone's Mobile Internet business area. "But real fans of these games don't stop thinking about them just because they're away from their computer or TV game, which is why we firmly believe in providing functionality in the form of match results, league tables, transfers and much more via mobile phones. This will extend the game to the mobile phone and give users the opportunity to remain updated and involved, regardless of where they may be."

The games can be reached via Europolitan Vodafone's web sites for mobile services: www.hanter.com and www.wannacu.com. The sites also offer a multitude of other services for both business and pleasure, including mobile e-mail, ringing tones, information services and voice portals.

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Europolitan Vodafone is a mobile operator with a licence to build 3G mobile telecoms networks. Our strength lies in our focus on developing international services, service and quality. Europolitan Vodafone employs some 1,400 people and is listed on the Attract 40 list of the OM Stockholm Stock Exchange through its parent company, Europolitan Holdings AB. The company's majority owner is Vodafone of the UK, with 71 per cent of Europolitan Holdings AB. The remaining 29 per cent is owned by private shareholders, investment companies and pension funds. The Vodafone Group is represented on 5 continents and has around 93 million customers (proportional number of customers calculated on the basis of ownership). For more information, please visit www.europolitan.se and www.vodafone.com.

ManagerZone AB (www.managerzone.com) develops software and applications focusing on interactive entertainment. The company specialises in team sports such as football and ice hockey, but is planning to develop applications for other sports in the future. The games are only available on-line and can be accessed from a PC or other mobile unit, such as a telephone or hand-held computer. ManagerZone has already released its first game for the Swedish market and will soon follow up with launches in other European countries and the US. Realism is a trademark of its games and with skill and persistence, every player is in with a chance of winning.

Hattrick (www.hattrick.org) is a football manager game that was released on the Internet in 1997. The game is now available in four different languages and has 20,000 registered users in 35 leagues all over the world. Hattrick allows you to create your own dream team and guide it to football glory by making the right decisions for the club. It includes all levels from match preparation to buying players and building football arenas. Extralives AB (www.extralives.com) is the company behind the development and management of Hattrick. The company is located in Stockholm and is owned by its founders. Extralives plans to continue its successes with Hattrick, in addition to developing new games with other themes suitable for mobile telephones, the Internet and other media.