

## PRESS RELEASE

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### **BlueFactory signs agreement with T-Mobile online – 34 million Europeans gain access to the latest virtual dating game**

**BlueFactory, which develops technology and services for mobile providers, has signed a deal with T-Mobile online, the WAP portal of T-Mobile. Initially the deal will involve BlueFactory supplying the Tamagotchi-like virtual dating game Pocket Lover to T-Mobile online.**

Pocket Lover is available on T-Mobile online in the UK, Germany and Austria, which together have access to over 30 million subscribers. Last autumn BlueFactory also signed a deal with TIM – Telecom Italia Mobile – one of the world's largest GSM providers, which means that BlueFactory reaches around 70 million mobile subscribers in Europe.

“Germany, Italy and the UK are considered to be Europe's most mature markets for mobile services, so it's vital to have a presence there in order to retain our position as one of Europe's leading suppliers of revenue-enhancing mobile entertainment,” says Soki Choi, CEO and founder of BlueFactory.

#### **About Pocket Lover**

Pocket Lover, a game in which players have to keep alive their relationship with a virtual boyfriend or girlfriend, is part of the portfolio of revenue-enhancing mobile services that support BlueFactory's mobile service platform, GARBO. Within a few weeks Pocket Lover will be available to play through Swedish mobile providers.

“We are convinced that mobile entertainment services will also promote the use of other types of mobile services, since people's need for entertainment has pushed technological development in many other spheres,” adds Soki Choi.

T-Mobile online is a joint venture of T-Mobile International and T-Online, which is part of Deutsche Telekom, one of Europe's largest telecommunication companies.

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Press photos available from [www.bluefactory.com](http://www.bluefactory.com)

BlueFactory aims to be the leading supplier of mobile service provisioning platforms for mobile operators in Europe. BlueFactory offers wireless enabling technologies, software and entertainment applications based on existing and future technologies. [www.bluefactory.com](http://www.bluefactory.com)