

Picofun achieves global reach for its mobile games behind agreement with leading Telecom supplier

Stockholm, June 13, 2002 – Picofun, the leading publisher of mobile entertainment applications today announced that Ericsson will distribute its games & entertainment applications on a global basis. The agreement with Ericsson strengthens Picofun's position as one of the leading suppliers of mobile games and entertainment solutions.

"A broad range of applications is key to consumer acceptance of the new mobile services that are now being introduced, " says Picofun CEO Carl-Greger Leijonhufvud. "I know the interest for entertainment solutions is very high among operators and, in turn, their consumers. Ericsson is very well positioned with leading mobile operators and service providers around the world and will be an important sales and distribution channel for Picofun. With Ericsson we will get the global reach for our entertainment products, that is asked for by many operators, says Leijonhufvud."

In addition to its portfolio of world leading mobile community games Picofun also is a publisher of high-quality games from its international network of third-party developers. Picofun's current portfolio of approximately 80 titles is immediately available to Ericsson's customers around the world.

Picofun has today a current customer base of approximately 28 mobile operators to whom they will continue to distribute games & entertainment applications.

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ABOUT PICOFUN

Picofun is shaping the future of mobile gaming, by developing, publishing and distributing innovative content that has been embraced by millions of users across Europe. The key driver for the company's fast success is the all-in-one solution it offers to operators, including Picofun's innovative content, that easily integrates into the mobile network. Based in Sweden, Picofun has secured an international presence through a broad network of partners throughout the world. Among these partners are some of the leading mobile hardware manufacturers, game studios, entertainment brands, mobile operators and portals. Picofun is a Sponsor of MGIF, the Mobile Games Interoperability Forum, and co-founder of MEF, the Mobile Entertainment Forum. <http://www.picofun.com/>