

Swedish It's Alive closes global game deal with Hutchison 3G

Stockholm, 2002-06-28. Hutchison 3G has signed a contract with Swedish games provider It's Alive to develop a compelling adventure game to be rolled out in several countries where Hutchison Whampoa has 3G interests, including Sweden.

The Swedish game provider continues its expansion into international markets, and has now closed a major contract with Hutchison 3G for international launch of a new game to be developed. The game will make full use of mobile multimedia capabilities to enhance the user experience beyond what has ever been created on a mobile device.

"This development contract is yet another proof that our approach to focus on high end games is attractive on the market", says Sven Hålling, CEO of It's Alive.

"We see It's Alive as a leader in this niche of games", says Lisa Gernon, strategy and marketing director of Hutchison 3G, "and I just can't wait to play this game!".

For further information please contact:

Sven Hålling
CEO It's Alive Mobile Games
sven.halling@itsalive.com
+46 705 82 53 23

For Hutchison 3G UK
Firefly Communications
+ 44 207 386 1595

It's Alive Mobile Games (www.itsalive.com) is the provider of pervasive games, determined to create the greatest game experiences ever seen on mobile phones. It's Alive works with mobile operators, portals and media corporations in creating the games that will redefine reality.

Hutchison 3G UK Ltd. (www.hutchison3g.com) is a convergence of media, information and telephony which enables people to access information and entertainment services on the move. The 3G standard (agreed throughout Europe, Japan, China, and the rest of Asia) is formally known as UMTS (Universal Mobile Telecommunications System). It represents a global standard for third generation communication systems and is at the heart of the Hutchison 3G initiative.

Hutchison 3G UK Ltd. ("Hutchison 3G") holds licence 'A' (a third-generation licence), which was issued by the UK government in May 2000. This licence was for the largest block of spectrum auctioned in the UK, as it was set-aside for a new entrant to the market. The licence consists of 15MHz of paired spectrum, and 5MHz of unpaired spectrum.

Hutchison Whampoa Limited holds a 65 per cent stake in Hutchison 3G, the other major shareholders are NTT DoCoMo (20 per cent) KPN Mobile (15 per cent).