

PRESS RELEASE

It's Alive reaches global markets with leading telecom supplier

Stockholm, 2002-07-10. Swedish game producer It's Alive signs global distribution agreement with Ericsson to distribute its pervasive games to mobile operators.

It's Alive develops complete gaming solutions for Pervasive Games (Massively Multiplayer Role-Play Games using the real world as playground) that are licensed to mobile operators and media companies.

It's Alive strengthens its international distribution with a global distribution agreement with Ericsson, allowing Ericsson to resell games to its customers all over the world. The agreement includes titles such as "Botfighters", the world's first location based mobile game, award winning virtual soap opera "Supafly", and coming titles soon to be released.

"This agreement is an important building block in our international distribution strategy", says It's Alive CEO Sven Hålling, "the agreement formalizes our relation and will make it easier for the Ericsson companies to more actively push sales towards mobile operators globally."

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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.