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## **DAYDREAM FIRST WITH 'HAPPY TREE FRIENDS' GAME**

**Months of great success with offering 'Happy Tree Friends' for the mobile handset has lead Scandinavian Daydream to introduce the first ever mobile Java game based on the very popular cult characters. The game named *SpinFun* is an in-house creation and is launched across Europe by Daydream exclusively.**

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*Stockholm, May 10 2005* – Scandinavian Daydream has launched the first in a series of mobile Java games based on the ever popular characters of the 'Happy Tree Friends'. For months, Daydream has offered a variety of mobile content with the 'Happy Tree Friends' including wallpaper, screensavers, ring tones and video clips, and the launch of Java games comes as an exciting extension of a widespread success. The game named *SpinFun* is the first mobile Java game ever to be launched around the 'Happy Tree Friends'.

With *SpinFun* the player is brought into the picturesque world of the 'Happy Tree Friends' with a mission of creating chaos in line with the very destructive behaviour of the small creatures. "This way, the game stands out clearly from the majority of mobile games and shows promise of brisk sales", states CEO in Daydream Mads V. Jørgensen. US-based Mondo Media, originator of the 'Happy Tree Friends' concept, has monitored the creation of the game and is very excited about the outcome as well as the opportunities brought with it. As main creator of the game Daydream has been assigned European exclusivity.

'Happy Tree Friends' is already a huge success and attracts 15 million online shows per month according to Mondo Media. In Europe the popularity is boosted by airtime on channels like RTL and MTV. Daydream has launched 'Happy Tree Friends' content with a long list of mobile players, most of them now upgrading with the *SpinFun* game. References include operators like TDC and 3 in Denmark. Proximus in Belgium, and O2, Talkline and T-mobile in Germany, as well as portals like Inpoc, Handy, Jamba, Montermob and Mobile Solutions.

Leading Danish operator TDC was among the first to launch *SpinFun* and reports a very well reception in their mobile community. "The game perfectly reflects the fun sarcasm of the 'Happy Tree Friends' concept, and creates great value to the overall 'Happy Tree Friends' content package", states Søren Ole Christensen, Content Manager, in TDC. The pan-European portal Jamba shares the view and Key Account Manager Content Thorsten Weisner continues: "a game like *SpinFun* holds the proper standard to retain the users and build a successful gaming business".

For more information, please contact CEO, Mads Jørgensen on tel. +45 29492800 or email: [mads.jorgensen@daydream.se](mailto:mads.jorgensen@daydream.se)

### **About Mondo Media**

Mondo Media is an award-winning production studio with an established 15-year track record. Mondo Media's expertise is animated entertainment targeted at teens and young adults for the Internet, broadcast, television, mobile devices and games.

### **About Daydream**

Daydream is a Scandinavian publisher and developer of premium mobile games and content, focusing on a collection of exclusive, long term brands. The games and content are bundled into product families in order to get more product exposure, create communities around the brands, and generate repeat revenues. The games and content are developed by an in-house studio, and external developers.