



Press Release

Kiloo connecting to the Terraplay Global Gaming Network

Stockholm 2006-10-23. Danish games publisher Kiloo is connecting its games portfolio to the Terraplay Global Gaming Network for building community features around its titles as well as opening up new viral marketing and distribution opportunities.

Kiloo publishes a portfolio of best-selling games based on global brands including LEGO™, Hugo The Troll™, Happy Tree Friends™ and PowerBabe. Kiloo's games are distributed through top tier mobile operators and aggregators around the world.

Kiloo has signed an agreement with Terraplay to connect its games to the Global Gaming Network and incorporate community, multiplayer and in-game billing capabilities to each title. Gamers will, among other things, be able to participate in global or local competitions, appear on global leader boards, play online games with players from all over the world, send game recommendations to friends by typing in their phone number into a game and have buddy lists to stay in touch with gaming friends. This is complemented by a number of viral marketing and community functions allowing the company to explore new business and distribution models.

"Kiloo's goal is to push mobile gaming into the mass market," , says Jacob Møller, the founder and chief executive of Kiloo. "Terraplay's Global Gaming Network allows a wide range of new services to be introduced to our games. We're delighted to be working with Terraplay to create some new and exciting opportunities for our games in the global mobile market."

"We are very pleased to have Kiloo join the Global Gaming Network" , says Sven Hålling, CEO of Terraplay, "Not only does Kiloo bring a variety of already popular titles to the GGN, but we will also realise some very exciting new distribution models together."

About Kiloo

Kiloo is one of Europe's leading developers and publishers of mobile entertainment content. The company is a pioneer in the mobile entertainment market. Founded in Aarhus, Denmark in 2000, Kiloo has been developing and publishing games from the earliest days of WAP, SMS and Java. Kiloo's expertise in gaming was recognized in 2002, when the company beat over 500 competitors to win the Entertainment award in the prestigious Nokia Mobile Challenge, with its Popstar title. Today, Kiloo has a catalogue of games featuring some of the world's most highly regarded consumer brands and licenses, including *LEGO**, *LEGO Bionicle**, *Hugo The Troll** and *Happy Tree Friends**, as well as many original titles. The majority of the world's top tier mobile network operators and direct to consumer portals now provide Kiloo games, giving the company an enormous global audience. Kiloo has established a reputation for quality, innovation and gameplay across all of their titles, ensuring the company is seen as a brand guardian by its partners.

About Terraplay

Terraplay operates the Global Gaming Network, enabling game publishers, network operators and service providers to tie their games offerings to a global gaming community and deliver revenue-generating connected gaming services across all channels. We offer a complete solution for mobile connected gaming on all platforms, including content download, community, in-game payment and multiplayer. For more information please visit www.terraplay.com.

For more information, please contact:

Karl Woods, EVP, Sales & Marketing, Kiloo

Email: karl.woods@kiloo.com

Phone: +44 7900 916620

Sven Hålling, CEO, Terraplay Systems AB

Email: sven.halling@terraplay.com

Phone: +46 705 82 53 23