

Stockholm December 6, 2006:

Gamefederation acquires Daydream

The Board of Directors of Gamefederation Svenska AB (Gamefederation) has reached an agreement with 24hPoker to acquire the Daydream, the subsidiary mobile service and solutions company of 24hPoker. Gamefederation has acquired all the shares in Daydream.

Gamefederation currently has a large market share in Europe, China and India and is now strongly positioned to break into the North American market for wireless entertainment system solutions. With the acquisition of Daydream, the company increases its customer base significantly among cell phone operators and wireless game publishers. Thanks to the well established contracts between Daydream, Nokia and SonyEricsson, Gamefederation is able to further strengthen its already long held business relationships with the two world leading cell phone manufacturers.

The acquisition allows Gamefederation to expand its product portfolio of connected cell phone games, which unite users of internet communities through game play. The company also gains distribution rights to game titles such as Batman, Looney Toons, Mastermind, Superman and Harry Potter to name just a few, as well as contracts with game developers and publishers such as Warner Brothers, Vivendi, Konami, Eidos and Digital Chocolate.

Daydream's technology complements Gamefederation's wireless entertainment systems platform GEX®. Gamefederation can now offer a complete end to end solution comprising of service design, transaction optimization, and first class community functionalities, which substantially increase participation among users of wireless entertainment. In addition, the technology provides extensive promotion opportunities for buyers of mobile marketing.

Thanks to the acquisition of Daydream, Gamefederation has reached critical mass in terms of volume, turnover, products and customers, making us the market leader for wireless entertainment system platforms. With a larger operation, we are now in a position to undertake bigger client projects, and be an even stronger partner to our customers and suppliers says





“Thomas Lindgren CEO for Gamefederation”.

We have a firm expansion strategy in place and will not rule out further acquisitions. The intention is to grow the business and increase our offerings in wireless solutions and service, thereby adding both technical and commercial value to our multiplayer and connected games platform GEX®. “Says Ray McCarthy, COO for Gamefederation”.

About Gamefederation

Gamefederation (www.gamefederation.com) is an international company with its headquarters in Stockholm, Sweden. Our technology is pioneering the new era of connected wireless entertainment which is centred on community-based interaction, and makes it possible for advertisers to gain straight access to cell phone users. Thanks to our flagship product, GEX; wireless operators, media service providers and publishers around the world are able to keep in touch with their customer base, enjoy increased customer interaction and loyalty, procure better customer knowledge, and benefit from expanded marketing and sales opportunities. We have extensive experience with deploying interactive wireless application solutions worldwide. Our technology and expertise helps leading publishers and media companies such as Vivendi, Warner Brothers, Finesse Mobile, Samsung, Tele2 and Dhruva Interactive to benefit from connected gaming services.

For more information on Gamefederation, please visit www.gamefederation.com

About Daydream

Daydream (www.daydream.se) is a leading Scandinavian producer and system supplier to the wireless industry. Daydream has a number of leading cell phone manufacturers, publishers and wireless operators as customers. The company was founded in 1994 and its parent company Daydream Software AB has since 2000 been listed on the Swedish stock exchange. In June 2006 Daydream Software AB changed its name to 24hPoker Holding AB.

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