



Press Release

T-Mobile UK launches connected gaming on the Terraplay Global Gaming Network

Stockholm 2007-02-26. T-Mobile in the United Kingdom has entered into a partnership with Terraplay to operate a community gaming service with subscription, rental and pay-per-play billing on the Terraplay Global Gaming Network.

T-Mobile has signed an agreement with Terraplay to run a new community service for connected gaming. The service provides T-Mobile with an operator branded community portal for all connected games and also includes flexible in-game billing enabling new pricing models such as rental and pay-per-play allowing their customers to enjoy gaming at prices from as little as 50p. In addition the service will feature multiplayer gaming, competitions, tournaments and end user loyalty schemes. The connected component of this service is also shared with other operators allowing cross operator game play and interaction. The initial line up for launch includes games from over ten leading publishers, with several large branded titles being announced soon.

"We are currently seeing a strong surge of interest in connected gaming and our Global Gaming Network proposition, from all over the world. We are actively solving a clear need from the industry for a federating partner who can provide not only an open and flexible community platform but also allow for cross-operator gaming and in-game billing. We welcome the addition of T-Mobile to our service." says Sven Hålling, CEO of Terraplay Systems.

"By partnering with Terraplay we are able to introduce new innovative and flexible billing models providing an exciting community game zone around our games portfolio. We were looking for an open cross operator service, and using the Terraplay Global Gaming Network we also make it very easy for our content providers as they only need to adapt their games once. We hope that many other operators will join as soon as possible to grow the gamer base even further," says Neil Holroyd, UK Games Manager at T-Mobile International UK Ltd.

About T-Mobile

T-Mobile is one of the world's largest mobile operators with around 80 million customers worldwide and in the UK it is the network of choice for over 16 million customers, more than any other UK network. T-Mobile has a range of innovative products and services such as Business 1-Plan, U-Fix, a tariff that combines pay-as-you-go and a monthly contract and Web'n'Walk, which enables customers to access their systems and information on the move. T-Mobile's network coverage is among the best in the UK (over 99% of the UK population) with one of the lowest dropped call rates. It offers the largest worldwide Wi-Fi network, with over 1,000 HotSpots in business-friendly locations in the UK and 19,000 worldwide, and offers a rapidly expanding 3G network across the UK. For more information about T-Mobile UK, please visit www.t-mobile.co.uk

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.

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