



EF partners with Gamefederation to launch new Mobile English Business

Free English lessons set to be offered to mobile users

August 10, 2007, Stockholm - EF, the Official Language Training Services Supplier to the Beijing 2008 Olympic Games, recently announced the creation of a new business division called EF Mobile English that will deliver multimedia language training to mobile phones and other mobile devices throughout China using technology provided by Gamefederation.

EF's mobile services will be launched first to subscribers in China through MSN China, and thereafter with other Internet portals and mobile operators which have shown strong interest in co-operating in this innovative business. The business has also won strong support from its overseas partners. Gamefederation, the world's leading mobile solution platform provider, will provide their mobile services broker platform (GEX) to support key interactive components of the new EF Mobile English offering.

"The hunger for English training in advance of the Olympic Games is enormous, and EF is committed to being the leading supplier of high-quality educational materials in the country. Our EF Mobile English service will bring timely, fun, interactive training right to your fingertips every day," said EF's Chief Experience Officer Dr. Enio Ohmaye.

"The mobile phone is rapidly becoming a center of information consumption for a large part of the world's population. Gamefederation is leading the way in bringing value added services such as language learning to these consumers. EF understands the value of connecting with its students via mobile and together we will be building valuable education tools for the Asian market." says Thomas Lindgren, CEO and founder of Gamefederation.

Building upon its past experiences delivering SMS, WAP, iPod, iMode and email-based content in other markets, the EF service in China has been developed to fit the specific learning needs and interests of local Chinese

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students. The first EF Mobile English product will be a version of the Englishtown™ daily email lesson service, currently being offered daily to over four million students around the world.

EF plans to launch this service in the fourth quarter of this year, less than one year in advance of the opening of the Beijing Olympic Games. Interactive content with a mix of sounds, pictures and text will be provided free of charge, targeting vocabulary acquisition. A paid service featuring video-based content will be launched in 2008.

About Gamefederation

Gamefederation (www.gamefederation.com) provides unique mobile solutions for the wireless world. Its ground-breaking product suite, including GEX, a connected mobile middleware and distribution platform, and the Mobile Publishing Gateway, an integration service that allows access to real-time rich media services via mobile devices, allow it to provide wide ranging solutions to the wireless market, ranging from social networking game services, to adver-gaming, ODP and interactive mobile applications. Clients and partners benefiting from Gamefederation's technology and expertise include leading publishers and media companies such as Vivendi Games Mobile, Sony Ericsson, Musitag, Hutch, Tele2 and Dhruva Interactive.

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

About EF

EF (www.ef.com and www.englishtown.com) is the world's largest education organization that specializes in language training, educational travel and cultural exchange. Since 1965, EF has helped over 15 million learn a new language and travel abroad.

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