

PRESS RELEASE

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Seven new mobile entertainment services accessible for operators and portals

Largest ever launch of mobile entertainment services

The Swedish company, BlueFactory, develops and provides mobile media and entertainment services. BlueFactory's first seven services are now being launched for operators, portals and other distributors. BlueFactory has signed an agreement with Telenordia to provide BlueFactory's services to their customers. Other agreements with operators and portals will be presented shortly.

The company is now launching games and competitions for WAP and SMS users. The services will also be available shortly for GPRS. They include Catch the Robber (adventure game), Connect4 (game of strategy), Othello (the classic), Budo Bastards (Kung Fu game), Tic-Tac-Toe (noughts and crosses), PipeGame (construction game) and CelebriQuiz (quiz game).

Soki Choi, CEO of BlueFactory, says, "BlueFactory focuses on having a wide range of products to offer. We want to have services that attract both guys and girls, and that can be accessed through a variety of partners. We are already established in both Stockholm and Hong Kong, which give us unique access to two markets in the frontline of mobile Internet."

BlueFactory's business model has already attracted international attention. The company has been selected in a tough competition by the Swedish Office of Science and Technology to be one of 11 Swedish companies who will meet American investors at Mobile Vision Venture in San Francisco on 17 October.

The main owners of BlueFactory are its four founders, as well as IT Provider.

You can now test out BlueFactory's services for a limited time only at www.bluefactory.com

For further information, contact: Soki Choi, CEO, BlueFactory, tel. 070-623 59 13

Information about BlueFactory can also be found at www.bluefactory.com

BlueFactory is a company that develops and provides mobile entertainment services based on SMS, WAP over GSM and GPRS. BlueFactory provides fun products for guys and girls who are young at mind, whatever their age. The goal is to make people smile and to become the leading innovator and provider of mobile media and entertainment services. BlueFactory has offices in both Stockholm and Hong Kong. Through its presence in both the Nordic countries and in Asia, BlueFactory has access to both Swedish leadership in mobile technology and the well-developed user market in Asia. The company's first products will be launched in October 2000. BlueFactory was established in March 2000 by Soki Choi, Linda Samlin, John Wennerström and Per Holmkvist. The co-founders have a background in telecoms and wireless communications from Andersen Consulting, Goldman Sachs and Ericsson, among others.