

PRESSRELEASE

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Mobile Vision Venture, San Francisco October 17

BlueFactory chosen for Silicon Valley

The Swedish company, BlueFactory, developer and provider of mobile media and entertainment services, is one of eleven Swedish companies chosen to participate at Mobile Vision Venture in Silicon Valley. Mobile Vision Venture is a forum where Swedish wireless companies, have the opportunity to present their business concept to American investors.

"The connection in both Asia and Scandinavia makes BlueFactory very interesting to American investors", says Thomas Kosnik, professor at Stanford University's School of Engineering and a member of BlueFactory's advisory board. "I have been in contact with many companies but BlueFactory is the only Nordic company that I personally have taken active interest in."

Mobile Vision Venture takes place in San Francisco today, October 17, and is organized by the Swedish Office of Science and Technology. Eleven wireless companies from Sweden will give a presentation of their business concept to potential investors. BlueFactory has been chosen for their innovative business idea and high-growth potential.

"Our presence at Mobile Vision Venture shows that our business model to provide "globile" entertainment services, also attracts international investors", says Soki Choi, CEO, BlueFactory.

Together with Swedish and American investors, the Swedish Office of Science and Technology has made the selection of which companies that are offered the opportunity to participate at Mobile Vision Venture. Over 300 American investors and local Venture Capital companies are invited to the forum.

Main sponsors at Mobile Vision Venture are Jalda, Red Herring and BrainHeart Magazine.

For further information, contact:

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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.