



## Press Release

Game Network has signed an agreement with Dynamic Fun to launch an innovative wireless game for mobile phones and interactive television.

Game Network, Digital Bros television channel, is the new interactive platform for Breakdown, a wireless game compatible with Java phones.

Milan, 1st September 2003 - Game Network, the digital television channel entirely dedicated to videogames and multimedia entertainment, has signed an agreement with Dynamic Fun, company devoted to wireless entertainment content provisioning.

Thanks to this agreement, Breakdown, an innovative wireless game developed with JAVA™ technology, will be launched both in UK and Italy through the interactive television programmes broadcast by Game Network. Breakdown, compatible with all the recent models of Java mobile phones, has been developed to better exploit the synergies between mobile phones and interactive television. In Italy, Game Network is free-to-air and visible by SKY subscribers while in the UK it can be watched by BSKY-B viewers.

This agreement allows Game Network viewers to easily download Breakdown directly to their Java phones. Thanks to the features of the game, players will be able to challenge each other and to send their scores to Game Network TV via the Dynamic Fun property platform. Credits and scores will be broadcast by Game Network in a dedicated programme.

“Game Network -- says Sem Moioli, President of Game Network TV – is one of the first player to believe in the potential of the European wireless entertainment market adapting its television programmes to interactive applications. This agreement represents another confirmation of Game Network commitment to be an effective media to promote games for mobile phones and interactive television among European players.”

“This is a very important agreement– said Stefano Colonna, CEO, Dynamic Fun – to better exploit the applications we had developed enabling thousands of people to interact with each other. We are confident about this partnership which combines our know-how in developing complex projects together with Game Network’s expertise and customer base.”

**Game Network** is the digital TV channel entirely dedicated to videogames and multimedia entertainment. It transmits 24 hours a day via satellite in Europe. Broadcast across Europe, Africa and the Middle East, via the Eutelsat and Astra satellites. **Game Network** features television news, reviews, previews, clips and other programming exclusively related to videogames. **Game Network** is the Digital Bros television channel; the Group is listed on the Nuovo Mercato since October 2000.

**Dynamic Fun** was born in 2002 as a limited company devoted to the wireless entertainment content provisioning. Integrating wireless and online forms of communications, Dynamic Fun develops complex projects, contents and multiuser interactions for marketing campaigns and for end user entertainment. Dynamic Fun won the 3rd prize at the 2002 edition of the "Galileo Ferraris" competition and gained the opportunity to access I3P, The Enterprise Incubator for innovative projects of the Turin Polytechnic. [www.dynamicfun.com](http://www.dynamicfun.com)

## Contact

Alessandro Gelmi  
Digital Bros SpA  
Public Relations  
Tel. +39.02.41.30.31