

## **PRESS RELEASE**

### **BOMBERMAN SOLD MORE THAN 500.000 TIMES IN WIRELESS MARKET**

**"Bomberman", one of Living Mobile's famous game licences, has reached the 500.000 hallmark of paid downloads in Europe.**

**Munich, 19th of January 2005** - The game was originally created in 1985 by the Japanese game company Hudson Soft for the Nintendo Entertainment System (NES). Within the last 20 years various "Bomberman" versions have been published for different gaming platforms including SNES, Playstation, Gameboy, Gamecube and PC. Overall more than 10 million copies of Hudson Soft's most famous action game "Bomberman" have been sold.

Living Mobile publishes the mobile "Bomberman" franchise in Europe. Since the release of the first version in November 2003 the game has been successfully offered through the portals of all major European mobile carriers and is sold in more than 15 European countries. "Bomberman" has hit the carrier's Top 10 charts several times and has been listed in the official ELSPA UK Top 10 overview. In December 2004 the benchmark of 500.000 sold copies has been taken. This tremendous success story lifts the game and the "Bomberman" franchise to one of the most popular mobile games in Europe.

Living Mobile and Hudson Soft agreed to continue the "Bomberman" success story in Europe. In December 2004 the release of "Super Bomberman" has started featuring advanced graphics, great sounds and an exciting Vs. mode. To further elaborate on the franchise "Bomberman Kart" and "3D Bomberman" will be launched in Q1 and Q2 2005. These new "Bomberman" titles are especially geared towards the powerful 3rd generation of handsets and will offer even more fun and excitement.

Hudson Soft's impressive line-up of mobile games are a big hit in the advanced Japanese mobile market. Besides other sales channels Hudson Soft is among the top entertainment content providers for Japan's very successful i-mode service. Since 2002 Living Mobile and Hudson Soft are engaged in a close and long-term strategic cooperation. Living Mobile has licensed a range of strong mobile games from Hudson Soft, "Bomberman" being the most popular title among these games. More exciting licence deals between Hudson Soft and Living Mobile for mobile entertainment content are planned for the forthcoming months.

#### **About Living Mobile GmbH:**

Living Mobile is one of the leading mobile game developers and publishers based in Munich, Germany. Living Mobile has entered the mobile gaming market in 2001 and is now offering a large variety of branded and top quality mobile games. Living Mobile has signed direct agreements with most European carriers and is rapidly expanding its mobile business. The company is privately owned and currently employs a highly qualified team of more than 30 employees in its offices in Munich, Germany, in Prague, Czech Republic, and in Singapore. For more information please visit <http://www.livingmobile.net>

#### **About Hudson Soft Co., Ltd (Nippon New Market "Hercules" Osaka SE - 4822):**

Hudson Soft was established in 1973. It has used its advanced development expertise to market a wide range of products, including console and PC software, accessories, LSI, operating systems and other critical technologies. Hudson has been providing a variety of game content to all game platforms. Hudson is actively involved in online game development (broadband operations) and mobile phone content development (mobile operations). Currently Hudson has over 100 game titles in distribution. Our mobile operation is expanding at an incredible pace, with over 2,350,000 paying subscribers. For more information, visit HUDSON's website at <http://www.hudson.co.jp/>

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