



# For Immediate Release

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## **MegaTree Heralds Revolution In Mobile Gaming**

### *Company Formed to Develop Massively Multi-Player Games for Mobile Phones*

London, United Kingdom — 20 February 2003 — A new company, MegaTree Limited, has been formed to address one of the holy grails of the mobile data services market – real-time massively multi-player games for mobile phones.

The founders of MegaTree are a highly focussed team; with a collective experience of over 60 years working in telecoms, games and software development.

The company's first project will be a massively multi-player game for mobile phones, and is planned for release in late 2003. The game is yet to be named, but currently the preferred genre is one of urban crime/grime with a strong emphasis on trading, strategy and combat. The game will be playable across all four UK mobile networks by sending and receiving SMS messages.

James Hilton, one of MegaTree's founders, commented, "If you want to be serious about multi-player gaming you have to have a ubiquitous technology platform. Although the UK mobile phone market is well established with around 46 million handsets, only around 12% of those are Java enabled. We are going to use SMS and WAP as the technology platform because every single phone in the UK can send and receive SMS and 90% of phones are WAP enabled. SMS is also the most popular form of communication amongst our target market of 16–24 year olds."

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#### **About MegaTree Ltd – [www.megatree.com](http://www.megatree.com)**

MegaTree Limited was formed in 2003 to develop games and provide marketing solutions focused on mobile telephony. Dedicated to providing high quality gaming content and original marketing concepts, MegaTree seeks to maximise the fun potential of mobile phones.

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