



For Immediate Release

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'Gangsta' Innovative Mobile Phone Game Launched

Massively Multiplayer Online Role Playing Game bought to mobile telephones

London, United Kingdom — 19 April 2004 — MegaTree Limited launches 'Gangsta', the world's first Massively Multiplayer Online Role Playing Game (MMORPG) operated via GSM mobile telephones. 'Gangsta' sits in a British "grime crime" setting. Players inhabit a virtual rendition of urban London, and can explore a variety of different locations at which they can do different things: buy and sell drugs, buy weapons and protection, form networks of clans and buddies, fight and kill other players or heal themselves, put contracts out on other players, rob weaker players, taunt each other into a fight, purchase bling to impress, and generally misbehave and have fun. The object of the game is to earn Respect, which is accumulated by successfully undertaking any or all of the activities in the game.

MegaTree's strategy is to support the broadest market, not the most cutting edge telephone technology; therefore the 'Gangsta' game is played either by sending SMS (text messages) to the short-code 60033. The game is supported via an integrated web-site at <http://www.gangstagame.com> which ranks players into top tens of Respect, Killers, Richest and other "most wanted" categories; offers players "housekeeping", the ability to change options without cost; and has detailed help, instructions and tips.

Due to the mature nature of the 'Gangsta' game, players must be at least sixteen years old to play. Cost to play is 25p per move for SMS.

'Gangsta' is hosted on MegaTree's mobile gaming platform, with massively multiplayer capability (thousands of people can play simultaneously), offering real-time interaction enabled by Microsoft .Net 2003 architecture, utilising fuzzy logic interpretation to understand players' commands and resolve keying in errors, and sophisticated AI (Artificial Intelligence) controlling the Non-Player Characters.

Stuart Fotheringham, a co-founder of MegaTree, commented: "MegaTree has developed Gangsta as a showcase for our mobile-MMORPG platform, and as a multiplayer game it makes for a compelling challenge. 'Gangsta' is one of the most sophisticated games so far attempted on mobile phones, yet delivered through the simplest of interfaces. SMS is ubiquitous and offers up the largest possible customer base — no one with a mobile phone is excluded — and with no reliance on Applets, anyone can start playing by sending an SMS to our short-code."

Fotheringham continued: "It is our view that the 'urban gangsta' genre has the broadest appeal to the 16–24 year old demographic. We've researched the Grime and UK Garage scene to built authenticity, and make it engaging and ensure players feel they are getting value for money; we try and give as near to 160 character messages in

response as possible. We put in a lot of work to balance complexity with ease of use; the game itself is great fun to play, particularly fighting against friends or strangers.”

Additional details

Game name: 'Gangsta'
Live date: 19 April 2004
SMS short-code: 60033
Web-site: www.gangstagame.com

Notes to editors:

- 'Gangsta' can be played for **free** by journalists for review purposes, use contact details below.
- High resolution files of 'Gangsta' artwork and illustrations are available upon request.

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About MegaTree Ltd – 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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