



Blaze Trailers

Multiplayer Mobile Games Promoted On National TV In Portugal

Stockholm, Sweden & Lisboa, Portugal. May 29th. Publishing company Blaze and Portuguese carrier TMN have broken new ground in the mobile entertainment sector with a national TV advertising campaign promoting Blaze's advanced multiplayer mobile games titles.

TMN, Portugal's largest mobile telecommunications provider, offers their subscribers a number of Blaze's advanced multiplayer games. The recent promotion focused on two of the most popular titles: *Lock n' Load Combat Arena* and *Rally Pro Contest*.

Two TV adverts were created, both of which focused on the gameplay of *Lock n' Load Combat Arena*. The 30 second advertising showed phone users hunting each other through a city environment, emphasising the portability and 'play anywhere' appeal of the multiplayer games.

The TV adverts were supported with a print media and radio campaign, which also encouraged users to try the multiplayer games.

Both games allow players to compete against each other 'live' and online over the GPRS and UMTS mobile network. *Lock n' Load Combat Arena* is an advanced first-person shooter game, where players must hunt each other through buildings, corridors and cityscapes. *Rally Pro Contest* is a fast-paced driving game, which recreates the challenges of real-world rally driving, with courses set in forests, deserts and mountains.

Martin Forsling, Blaze's European Managing Director, said, "This is one of the first times that specific mobile games have been advertised through the mainstream media, with a focus on encouraging new players. Much of the criticism of mobile gaming in the past twelve months has been leveled at publishers and carriers for not supporting games and pro-actively marketing them to the consumer. TMN created an amazing campaign to support the multi-player games, aimed entirely at the mass market. We're already seeing a great response from users and we're looking forward to mobile phone owners across Portugal discovering just how much fun multiplayer mobile gaming can be."

Eduardo Claudio, the Director of Content and Data Services of TMN, said, "With the new multiplayer games, featuring 3D graphics and allowing players to compete over the network in real time, TMN is offering an innovative and advanced service, which allows new and more fun experiences with mobile phones"

The advertising campaign for *Lock n' Load Combat Arena* and *Rally Pro Contest* ran from April 8th to April 22nd across Portugal.

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Notes To Editors:



About BLAZE

BLAZE is a leading global mobile entertainment publisher. The company has worldwide distribution with more than 60 carriers and partners in Europe, North America, and Asia. Based in San Mateo, California, and with offices in Stockholm, Sweden and London, England, Blaze publishes a wide portfolio of mobile entertainment products targeting mass market consumers and based on leading branded media properties. The company's portfolio encompasses connected community games and single player games, and is available on Java, Brew, and Symbian devices from all leading mobile handset manufacturers.. BLAZE has raised significant financing from top tier Venture Capital funds including VantagePoint Venture Partners, TL Ventures, and EnerTech Capital. More information can be found at www.blaze.com.

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