



Blaze Published Mobile Games Based on Da Vinci Code Now Available World Wide to Over 1 Billion Consumers

Blaze's Mobile Games Based on Sony Pictures' Movie the Da Vinci Code are now Available on Over 150 Mobile Operators World Wide In Over 70 Countries

San Mateo, California, June 26, 2006 - Blaze Entertainment (Blaze), a leading global mobile entertainment publisher, today announced that they have completed a worldwide launch of games based on the enormously successful movie The Da Vinci Code. The games were launched on over 150 mobile carriers around the world in North America, Latin America, Europe, Asia, and Africa. These games became available on carrier networks beginning in April up through the movie launch May 19th, 2006. A full list of carriers and other mobile content channels where the games will be available is at www.blaze.com/dvc/disp/

"The launch of the Da Vinci Code games is a world class step forward for our company, and represents most likely the largest coordinated mobile game launch of all time" says Keith McCurdy, President and Chief Executive Officer of Blaze. "This is the first time that a wide range of complementary games have been released globally, in conjunction with the worldwide release of a major Hollywood movie. The coordination has been a global effort to ensure that movie goers, mobile phone owners and Da Vinci Code fans all around the world will be able to find and play the games simultaneous to the movie's release."

Blaze published multiple games based around The Da Vinci Code covering a number of different genres and player demographics. The Da Vinci Code Helix and The Da Vinci Code Light Puzzle offer simple, engaging puzzle type game play, in keeping with the movie's focus on solving clues and unearthing mysteries. The Quest Begins and The Da Vinci Code 3D offer a more in-depth challenge, putting players in the shoes of the movie's main characters where they must explore the world of The Da Vinci Code and face and solve the same problems as in the story. Full descriptions of the games and screen shots can be found at www.blaze.com/dvc

"By providing a number of different games and styles, we are giving every single mobile phone owner the chance to interact with and enjoy The Da Vinci Code on their handsets, whether they're new to the concept of mobile gaming, or an experienced videogame player," says McCurdy. "The joy of The Da Vinci Code story is that it lends itself to a very wide range of different types of game. Our strategy from the outset was to use this opportunity to create a number of linked games in which players can graduate from the simpler puzzle games, through to the more challenging adventure style games using the same skills."

The Da Vinci Code movie, based on Dan Brown's international best-seller, holds the number one opening spot at the box office for 2006 and is the biggest international theatrical opening of all time. The film had a record breaking opening weekend, earning \$224 million in worldwide box office numbers and has reached \$190 million in US box office sales.



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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