

Oberon Media Bolsters Mobile Games Position: Acquires Blaze Mobile Entertainment

Blaze to enhance Oberon's global distribution for mobile games and to provide additional content and technology, furthering Oberon's push into mobile games.

Oberon Media, a leading casual games solution provider, announced today the acquisition of substantially all the assets of Blaze, a premier provider of mobile games and technologies with offices in Stockholm, Sweden, and San Mateo, California. Blaze including former Synergenix will augment Oberon's mobile game distribution network with more than 100 powerful mobile distributor relationships worldwide including Vodafone, 3, Orange, Vivo and Telefonica.

Additionally, Blaze will provide Oberon with a dynamic portfolio of single player, multiplayer, and 3D mobile games such as: "The Da Vinci Code", VH1 Mobile's "I know the 80s", the highly rated Rally Pro, MTV Europe Music Awards 2006 Quiz and casual game hit licenses such as Slingo-2-Go and Poker Superstars Invitational Tournament

The new combined entity will offer mobile operators a strong full-service casual games offering with mobile, web, and downloadable PC games. Examples from the new games portfolio include casual hit games like Bricks of Egypt and Magic Match.

"Oberon is thrilled to welcome Blaze with its extensive relationships and distribution partners into the Oberon family. Blaze experience will help us to scale and execute our strategy to provide the best casual games experience across multiple platforms"

"Oberon is committed to growing the mobile casual games category. Over the past year we have been developing great games, innovative platforms to boost sales and grow mobile casual gamer communities. We look forward to work with our new partners on expanding their reach and offering to consumers", says Ofer Leidner, Co-Founder and Head of Business Development for Oberon.

Martin Forsling, GM of Blaze Europe states "Oberon has a strong vision and a proven track record of successful execution, we are very happy to now be a part of this family. As the mobile games market consolidates, it will be crucial to focus the effort and with Oberon we can gain an enormous leverage from their casual games knowledge on the web and PC side."

Adding Blaze's deployment capabilities and strong mobile game pedigree, Oberon is poised to offer a broad selection of mobile games across platforms including J2ME, Brew, Symbian, Flash Lite, and Windows Mobile.

About Oberon Media

Oberon Media (<http://www.oberon-media.com>) is the world's leading casual games solution provider. The Oberon Game Center platform is the industry standard and has been adopted by some of the world's largest corporations. The platform combines casual game content, merchandizing and features to fulfill each partner's specific needs. Oberon Media's publishing arm works with the industry's best, award-winning game developers to produce the top-selling casual games, which can be played in more than a dozen languages on PC, web-based, mobile and console platforms. Oberon Media was founded in 2003 and has offices in New York, Seattle, London, Cyprus, Tel Aviv and Singapore.

About Blaze

BLAZE, formerly Kayak Interactive, is a global mobile games publisher headquartered in San Mateo, CA with offices in Stockholm Sweden. The company has worldwide distribution with top tier mobile operators in the US, Europe, Latin America, and Asia. BLAZE publishes a wide portfolio of 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. In 2005 BLAZE acquired both Synergenix, a leading mobile games publisher in Europe and owner of the industry's best multi OS mobile game development middleware, mophon™, and Chasma, a mobile games publisher in the US.