

PRESS RELEASE

Contact:

Mario Champion

GridBloc, Inc.

+1 512 322 0070

mario@gridbloc.com

FOR IMMEDIATE RELEASE

GridBloc™ Games and GridBloc Comix make clever use of Pocket Internet Explorer (PIE) to Streamline Entertainment Delivery on Orange's SPV Smartphone

Orange SPV Microsoft Smartphone owners stay connected anytime, anywhere to a rich cast of Comix characters and the global strategy-gamer community of GridBloc.™

Austin, Texas, USA, 13 Jan 2003 — At the London, UK, launch of the Orange SPV Microsoft Smartphone, mobile games and entertainment development studio GridBloc, Inc. of Austin, Texas exhibited their multiplayer GridBloc Games and multi-lingual GridBloc Comix, mingling with excited developers and carriers from around the world.

Since then, however, it has become apparent in developer circles and tech-focused press that Orange, veering on the side of caution, chose to implement an application signing security model for their SPV Smartphone, which creates significant testing obstacles to all but the most well-heeled and devoted developers.

GridBloc Games and Comix are designed and delivered according to standards of Pocket IE, which ships with every Smartphone, thereby avoiding the cost and delay of repeated approval of every build before it is allowed to execute on the SPV.

“The Orange SPV is a great device with potential to be quite popular, and I applaud Orange's commitment to the security of their customers and their network,” says Mario Champion, Chief Creative Officer of GridBloc, Inc. “Unfortunately, obstacles to the ill-intentioned are also obstacles for independent developers. GridBloc has chosen for now to continue developing and delivering entertainment within the standards of Pocket IE. We were able to make one of our existing GridBloc Game clients Smartphone-compatible with literally just a few hours of tweaking.”

“As mobile content developers, the future is exciting, and sometimes more so than it is realistic or worthwhile. ” says Mr. Champion. “Thankfully, Pocket IE and the Orange SPV Microsoft Smartphone allow colorful GridBloc Games and Comix to be deployed directly into the hands and lives of people *today* — and that is the most exciting thing of all.”

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About GridBloc™ Games and Comix

GridBloc Games and Comix are designed for the vastly overlooked casual-gamers who make Tetris© and Snake into cultural pastimes. The GridBloc Game is an original (patents-pending), addictive, networked strategy game with rich characters, implemented with community, and spanning Smartphone, WAP and J2ME mobile devices to desktop browsers. Turn-based game-play removes network latency and mobile bandwidth concerns, while engaging characters are used for affiliated opt-in Comix, screens, and MMS.

GridBloc Comix are original episodic mobile entertainment formatted for and provided free to mobile and desktop users. These contents are delivered via the seamless integration of opt-in SMS (and soon MMS) with clickable links to full-color comic-fun in Pocket Internet Explorer on the Microsoft Smartphones and Wi-Fi/GSM/CDMA PocketPCs, as well as traditional desktop browsers.

About GridBloc, Inc.

GridBloc, Inc. is an Austin, Texas-based mobile entertainment company offering creative content and technology licenses and development of original Games, Comix, and iGS Technology which span and integrate mobile devices to desktops. GridBloc's patents-pending content and services are implemented in multiple spoken and device languages for gaming and other mobile data uses, such as SMS, Screens, and MMS. Visit <http://www.gridbloc.com> for more information and, of course, to play games.

About Microsoft Smartphone and Press Information

Microsoft Smartphone Website:

<http://www.microsoft.com/mobile/smartphone>

Microsoft Press Resource Website:

<http://www.microsoft.com/presspass>

Microsoft Mobility Press Resource Website:

<http://www.microsoftmobilitypress.com>

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For more information:

Mario Champion, GridBloc, Inc.

+1 512 3220070

mario@gridbloc.com

<http://www.gridbloc.com>