PRESS RELEASE
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FOR IMMEDIATE RELEASE

GridBloc, Inc Delivers SMS Text Messaging to Mobile Global Community of GridBloc Game Players

In-game SMS messaging allows GridBloc Game players to trade taunts and tips from mobile to mobile, worldwide.

Austin, Texas, 27 Jan 2003 — Austin, Texas-based mobile entertainment studio GridBloc, Inc today delivers in-game SMS text messaging to the global community of mobile GridBloc Gamers, enabling players to trade taunts and tips, anytime, anywhere.

GridBloc Games span mobile-devices-to-desktops, allowing games to be played on and between mobile devices and desktop platforms. Many GridBloc Games are played within technologically rich environments, allowing players to chat and socialize — an important motivation for casual gamers who spend in aggregate billions of minutes online each month playing classic turn-based games.

Now, by integrating SMS capability, mobile players on substantially less-rich devices, such as WAP and HTML/Pocket IE gamers, can join this community, chatting to GridBloc pals with the quick, portable, free to the player, and global reach of text messages. Messages are sent with the click of a button (or the tap of a stylus), and without knowing the mobile number of the recipient, protecting the privacy of both players.

"Texting is hugely popular worldwide, " says Mario Champion, Chief Creative officer of GridBloc, Inc., "and mobile gaming, while certainly nascent in some regions, is growing fast. Integrating mobile messaging into mobile gaming makes perfect sense."

SMS or text messaging is a truly global phenomenon, with late-comer United States, according to many observers, playing catch-up to the more mature Asian and European markets. Wireless-operator consortium GSM Association estimates more than 24 billion messages are sent per month globally.

About GridBloc Games, Comix and iGS Technology
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 patented and patent-pending, addictive, networked strategy game with rich characters, implemented with community, and spanning mobile-devices-to-desktop browsers via GridBloc, Inc.'s proprietary iGS technology system. Turn-based game-play removes network latency and mobile bandwidth concerns, while engaging characters are used for affiliated opt-in Comix, screens, and MMS.

About GridBloc, Inc.
GridBloc, Inc. is an Austin, Texas-based mobile entertainment company offering creative content and technology. GridBloc, Inc. develops original Games, Comix, and iGS Technology which span and integrate mobile devices to desktops, and offers development and licenses for mobile-to-desktop content and services in multiple spoken and device languages (WAP, J2ME and Microsoft Smartphone (such as the Orange SPV), Wi-Fi/Wireless PocketPCs, and desktops) for gaming and other mobile data uses, such as SMS and MMS. Technical Partners and Strategic Relationships include Macromedia, Qualcomm, Microsoft and others. Visit http://www.gridbloc.com for more information and, of course, to play games.

For more information, contact:

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