

PRESS RELEASE

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FOR IMMEDIATE RELEASE

## **GridBloc™ Games and Comix provide Mobile Entertainment at Orange-Microsoft Smartphone Global Launch**

**UK's Orange users of Microsoft Smartphone stay connected anytime, anywhere to a rich cast of characters and the global strategy-gamer community of GridBloc.™**

Austin, Texas, USA / London, UK 22 Oct 2002 — At the global launch of Microsoft Smartphone today in London, UK, GridBloc Inc. exhibited innovative mobile Games and Comix.

Entertaining anytime, anywhere from Microsoft Smartphone or a standard desktop, the simple yet brain-bending strategy game-play of the GridBloc Game coupled with multi-device access, viral invites and notifications system drives usage. Brand-skinable content, messaging, and sponsorship opportunities reduce churn, increase data traffic and increase carriers' ARPU.

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 mobile devices to desktops. Turn-based game-play removes network latency and mobile bandwidth concerns, while engaging characters are used for affiliated opt-in Comix, e-cards, 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-colour comic-fun in Pocket Internet Explorer on the Microsoft Smartphones and PocketPC Phone Edition, as well as traditional desktop browsers.

“As mobile content developers, the future is exciting, and sometimes more so than it is realistic or worthwhile,” says Mario Champion, CEO of GridBloc, Inc., “but Microsoft Smartphone allows existing open-standards-based 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, 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 patents-pending content and services in multiple spoken and device languages for gaming and other mobile data uses, such as SMS 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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