

## **PRESS RELEASE**

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FOR IMMEDIATE RELEASE

### **GridBloc Greetings deliver personalized and colorful mobile-to-mobile e-cards in time for Valentine's Day/**

#### **GridBloc Inc.'s custom software enables Smartphone and Wi-Fi/Wireless PocketPC users to send and receive, without MMS fees, personalized and colorful e-greetings to Pocket IE devices and standard email addresses**

Austin, Texas, 06 Feb. 2003 —Austin, Texas-based mobile entertainment studio GridBloc, Inc today announced, in time for Valentine's Day, the global availability of GridBloc Greetings, which enable Microsoft Smartphone, Wi-Fi/Wireless PocketPC and desktop users to compose, send and receive full-color, customized e-greetings anytime, anywhere without incurring MMS fees.

In addition to sending colorful Greetings to Smartphones, PocketPC Phones or standard email accounts, GridBloc Greetings users can send cleverly pre-written SMS, or text message, Greetings to non-rich mobiles. All of this is available from rich-devices or from the web at <http://www.gridbloc.com/greetings>.

Initially available in English, Greetings will soon be available in the same four languages of English, French, Spanish and Japanese as the mobile GridBloc Comix, from which many of the characters are drawn.

Technically, GridBloc Greetings are made possible by custom software bridge developed by GridBloc, Inc. to facilitate visual messaging in a market that spans mobile-devices-to-desktops. Delivered to traditional email accounts as a standard email, Greetings delivered to rich-media mobiles are formatted as SMS with a link, rendered clickable by the Microsoft Smartphone and PocketPC Phone Edition OS. GridBloc Greetings mobile recipients simply click the hyperlink to enjoy the e-greeting composed by their friend.

"People love to talk and to share," says Mario Champion, Chief Creative officer of GridBloc, Inc. "and pictures do indeed say more than words. Now, GridBloc Greetings makes sending and receiving clever visual messages on rich-media mobiles easy, fast and fun."

GridBloc, Inc.'s custom software tools, which enable mobile-to-mobile-and-desktop visual messaging, are available for licensing. Contact [mario@gridbloc.com](mailto:mario@gridbloc.com) or call +1 (512) 3220070 for more information.

#### **About GridBloc, Inc.**

GridBloc, Inc. is an Austin, Texas-based mobile entertainment company offering creative content and technology. GridBloc, Inc. develops original Games, Comix,

Greetings 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 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 and be entertained.

**For more information, contact:**

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