

## **PRESS RELEASE**

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FOR IMMEDIATE RELEASE

### **GridBloc Games, Comix and iGS Technology win Texas Interactive Media Award at SXSW Festival for Technical & Creative Innovation**

**GridBloc Inc.'s mobile entertainment content and technology products recognized as the Outstanding Achievement in Technical & Creative Innovation by panel of independent experts for Texas Interactive Media Awards at SXSW.**

Austin, Texas, Mar 09, 2003 — GridBloc, Inc, an Austin, Texas-based mobile content and technology studio, garnered top prize in the Texas Interactive Media Awards "Technical & Creative Innovation" category at SXSW Interactive, a component of the SXSW Music, Film and Interactive Festival.

GridBloc Inc.'s Games and Comix are original (patented and patent-pending) multi-lingual mobile entertainment designed for mobile and handheld devices, including WAP, J2ME, BREW, Smartphones, PocketPC and PocketPC phones, as well as desktop browsers.

GridBloc Inc.'s iGS technology enables a revolutionary mobile-device-to-desktop game space, allowing game play on **and** between a wide array of mobile technical languages and net-connected desktops.

GridBloc Greetings enable Microsoft Smartphone, Wi-Fi/Wireless PocketPC and Sony Ericsson p800 users to compose, send and receive full-color and personalized mobile-to-mobile e-cards anytime, anywhere without incurring MMS fees. 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.

"Great games and entertainment are often a reward in themselves." says Mario Champion, Chief Creative officer for GridBloc, Inc., "So, in an industry of creative talent, it is especially rewarding to be recognized as truly innovative and outstanding."

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

#### **About Texas Interactive Media (TIM) Awards**

Presented in conjunction with the Austin Area Multimedia Alliance (AAMA), the TIM Awards recognize the best new media interactive projects produced in the Lone Star State each year. For more information, visit <http://www.aama.org/tim>

**About SXSW**

Celebrating its 10-year anniversary in 2003, the South by Southwest (SXSW) Interactive Festival is one of the world's premier conferences covering convergent technology. The four-day, five night event draws web developers, content creators and new media pioneers from across the country and around the globe. If you want to hear about the most exciting ideas from those on the cutting-edge of change, plan now to be in Austin. For more information, visit <http://www.sxsw.com/interactive/>

**About GridBloc, Inc.**

GridBloc, Inc. is an Austin, Texas-based entertainment content and technology developer offering patented and patent-pending products and services for mobiles, handhelds and desktops. GridBloc, Inc.'s Games, Comix, Greetings and iGS Technology span and integrate mobile-devices-to-desktops, and GridBloc offers development services and licenses in multiple spoken and device languages for gaming and other mobile data uses, such as SMS and MMS. Technical Partners and Strategic Relationships include Microsoft, Qualcomm, Macromedia 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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