

**Mobitween,
the world's leading mobile Flash company,
strengthens its management team**

Paris, October 10th 2006 - Mobitween, a company specialized in the development of leading edge Flash based content for handheld devices, announced today that it has appointed Marc Alloul to head up its corporate development and international strategy.

An industry pioneer in the mobile marketplace, Executive Vice President, Marc Alloul, brings to Mobitween an extensive knowledge of telecommunications and of the international wireless industry and many years of experience in the dynamic and fast moving international mobile entertainment industry.

Over the past fourteen years he has held key roles in both large publicly traded as well as smaller private equity funded companies where he developed and brought to market advanced mobile solutions to some of the world's leading mobile operators.

Prior to joining Mobitween, Marc was VP International and M&A at Airborne Entertainment where he was instrumental in both acquisition and integration of targeted companies before Airborne itself was sold to Cybird of Japan for \$110 million. He was also General Manager of Indiqu Inc., then a pioneer in the mobile entertainment industry (sold to MForma now Hands-on Mobile).

Mobitween's CEO, Philippe Chassany said, *"I am pleased we were able to attract to our board and senior management team, such an experienced and well known executive to lead us through the next phase of the company's development."*

Marc's responsibilities at Mobitween will include overseeing the international launches of the company's unique and innovative Flash portfolio, establish key partnership and alliances and instrument key corporate initiatives.



For Immediate Release

About Mobitween

Mobitween is a leading wireless entertainment developer and publisher of vector graphic based content for a wide range of applications and mobile devices.

With an extensive portfolio of more than 100 in-house games and agreements with major carriers and aggregators throughout Europe. Mobitween provides mobile operators and content resellers, handsets manufacturers but also media companies and A-brands with innovative mobile media products. Mobitween's leading edge content and rapid development cycles are unique attributes that are greatly valued by its current and prospective partners.

Based on a fully-integrated production platform with engines and modules templates enabling a quick development and porting of Flash games, Mobitween is able to industrialize its production process, integrating innovative functionalities such as network, community, player account management, in-game billing and "try before you buy" features. With a true cross-platform vision of games, both vector graphic technology and Mobitween's solutions are compatible with web and wireless platforms.

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More info and logo available at www.mobitween.com