

## THE MONKEY GOES MOBILE!

### *GOSUB 60 Inks Deal with Universal Studios Consumer Products Group to Release Curious George Games for Wireless*

Santa Monica, CA (May 24th, 2006) - GOSUB 60, creator and global publisher of mobile entertainment, announced it has signed a deal with Universal Studios Consumer Products Group to develop Curious George titles for the cell phone.

The mobile space is not the only frontier that George is poised to discover, as hot on the heels of his successful big screen debut, Curious George swings onto television. Imagine Entertainment, WGBH Boston, and Universal Studios Family Productions, with the support of *Curious George* publisher Houghton Mifflin, are bringing the insatiably curious monkey to PBS KIDS, beginning Labor Day, Monday, September 4 (check local listings).

“Universal is excited to have this property go wireless,” said Jeremy Laws, Senior Vice President of Universal Mobile Entertainment. “We’re launching a slate of Curious George initiatives this year, including the feature film, animated series, toys, apparel, and DVDs. Reaching our customer in the mobile space is key to achieving full market penetration and keeping the brand top-of-mind. We’re pleased to be partnering with GOSUB 60, not only for their strong carrier relationships and proven ability to create best-of-class products, but also because they really understand the Curious George brand.”

Josh Hartwell, CEO of GS60, notes, “We couldn’t ask for a better character than Curious George to leap into what we believe is the next big mobile market: children’s entertainment. Just as we recognized early on the demand for casual games and published Solitaire Deluxe™ to huge success, so, too, do we see the children’s market poised to take off. With Curious George appealing strongly to both the Mommy-Customer and Child-User, we anticipate a tremendous opportunity to publish great titles for the pass-back market.”

Analyst group IDC reports that Electronic Babysitting products are “a potentially strong value proposition for wireless” and “developing wireless content and applications aimed at young children and their parents is a natural progression of the evolution of wireless.”

The agreement between Universal Studios Consumer Products Group and GS60 is a multi-product, multi-year arrangement covering all mobile applications. The first title slated for release is “Curious George’s Day Out,” an activity center with nine mini-games, available on U.S. carriers beginning October 1, 2006. Prices will vary, with subscriptions beginning at \$2.99 and unlimited use downloads at \$5.99.

#### **About the *Curious George* television series**

Imagine Entertainment, WGBH Boston and Universal Studios Home Entertainment Family Productions (USHEFP), are producing an animated Curious George preschool television series based on the literary classic. The series airs Monday through Friday on PBS Kids starting September 4, 2006. *Curious George* will use George’s insatiable curiosity as a way of acquainting preschoolers with key concepts in math, science and engineering. The series will encourage inquiry and curiosity, promote hands-on exploration, and show parents and caregivers how to support children’s science and math-related play. George’s memorable (mis-)adventures – from dismantling clocks to rounding up errant bunnies – will offer a perfect vehicle for motivating kids to expand their own investigations of the world. William H. Macy will narrate the series.

#### **About Universal Studios Consumer Products Group**

Universal Studios Consumer Products Group (USCPG) is responsible for global licensing and retail strategies as well as building brand recognition of the extensive catalogue of NBC Universal properties. Universal Studios Consumer Products Group is a unit of NBC Universal, one of the world’s leading media and entertainment companies in the development, production, and marketing of entertainment, news, and information to a global audience. Formed in May 2004 through the combining of NBC and Vivendi Universal Entertainment, NBC Universal owns and operates a

valuable portfolio of news and entertainment networks, a premier motion picture company, significant television production operations, a leading television stations group, and world-renowned theme parks. NBC Universal is 80% owned by General Electric and 20% owned by Vivendi.

**About GOSUB 60:**

GOSUB 60 focuses on "Gateway" games: familiar software delivered with the high quality and intuitive controls necessary to turn wireless callers into wireless game-players.

GS60's titles are available on Cingular, Sprint, Alltel, Nextel and dozens of other carriers in more than 20 countries.

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