

GOSUB 60 TO RELEASE MOBILE GAME BASED ON PARAMOUNT PICTURES AND BRISTOL BAY PRODUCTIONS' SAHARA MOVIE

Santa Monica, CA – March 1, 2005 - GOSUB 60, developer and publisher of mobile entertainment software, today announced an agreement with Bristol Bay Productions to produce a mobile game based on *Sahara*, next month's blockbuster movie developed from the best-selling book by Clive Cussler.

Josh Hartwell, CEO of GOSUB 60, notes "We are thrilled to be working with Bristol Bay Productions and Viacom Consumer Products on this, our first licensed title. *Sahara* is a wonderfully dynamic property, and perfectly in tune with our strategy of bringing high-quality branded products to the mobile market. I think the wireless audience will really respond to its intriguing plot and the incredible character of Dirk Pitt®. We've combined these property elements with our fully interactive environments and proprietary terrain rendering to create a very compelling gaming experience."

"Bristol Bay is excited to have this property go wireless," said Chris DeMoulin, EVP Marketing of Bristol Bay Productions. "With the mobile game, players get the chance to actually BE Dirk Pitt®, navigating the Niger and searching the Sahara for lost treasure. We're confident that GOSUB 60's experience in developing action games and strong relationships with the wireless carriers will make this title a success."

Sahara features master explorer Dirk Pitt® and his wisecracking sidekick Al Giordino. The storyline follows Pitt (played in the movie by Matthew McConaughey) as he embarks on a treasure hunt through some of the most dangerous regions of West Africa, searching for what locals call "The Ship of Death." Pitt and Giordino (played by Steve Zahn) must use their wits and clever heroics to help Doctor Eva Rojas (Penelope Cruz) when they realize the ship they are after may be linked to mysterious deaths in the very same area.

The game, available on BREW and J2ME, is launching on multiple wireless U.S. carriers April 8th, 2005 in sync with the nationwide theatrical release of the movie.

For more information on the *Sahara* movie, visit the official website at www.saharamovie.com

About GOSUB 60:

Launched in 2003, GOSUB 60 was founded on "Gateway" games: familiar software delivered with the high quality and intuitive controls necessary to turn wireless callers into wireless game players.

Partners Josh Hartwell and Paul Bolten are both 5-year veterans of the mobile software market and have been instrumental in developing such top-selling and award-winning titles as JAMDAT Bowling, EA SPORTS™ FIFA World Cup™, Solitaire Deluxe, and Tiger Woods PGA Tour® Golf 2004.

GOSUB 60 works in partnership with leading device manufacturers, service carriers, operators, and distributors to provide customers with great gaming entertainment that enhances the mobile phone experience. They develop and publish software for dozens of wireless carriers in more than 20 countries including the U.S., U.K., France, Mexico and Brazil. GOSUB 60's mobile software products are available across all major handsets in a variety of languages.

For more information visit www.gosub60.com.

About Bristol Bay Productions

Bristol Bay Productions develops, finances and produces feature films in all genres—dramas, comedies, thrillers and action adventure—that tell uplifting stories appropriate for audiences of all ages. Bristol Bay's films come from a number of sources: popular books, the lives of influential

people, timeless heroes, themes and events that inspire us all. Because of their broad appeal, Bristol Bay's films are rated G, PG and PG-13.

Bristol Bay Productions is a subsidiary of AFG.

About Viacom Consumer Products

Viacom Consumer Products is a part of Nickelodeon & Viacom Consumer Products (NVCP). NVCP manages the merchandise licensing, home video, music, book and interactive software businesses for Nickelodeon brands and characters as well as the properties of Comedy Central, Spike TV and MTV Networks International, as well as some non-Viacom properties. In addition, NVCP manages the merchandise, interactive, book, and wireless licensing for Paramount Pictures properties. The NVCP business represents over \$4 billion in retail sales. Nickelodeon, MTV Networks, Paramount Pictures, Comedy Central and Spike TV are trademarks of Viacom International Inc.