

GOSUB 60 LAUNCHES NATIONWIDE RADIO CAMPAIGN PROMOTING SAHARA MOBILE GAME

Santa Monica, CA – April 11, 2005 - GOSUB 60, developer and publisher of mobile entertainment software, today announced the rollout of a nationwide radio campaign promoting their just-released *Sahara* wireless game. *Sahara* is based on the major motion picture from Paramount Pictures and Bristol Bay Productions which opened last Friday and was the #1 box-office draw over the weekend.

The radio campaign informs listeners about the *Sahara* mobile game and offers a chance to Call-in-and-Win a new Sony Ericsson Z500a camera phone, plus \$100 credit towards wireless service and a full slate of GS60 titles including *Sahara*. The campaign kicks off this week in New York, Los Angeles, Chicago, Atlanta, Kansas City, Little Rock, San Francisco, and Washington DC. Promos air during morning and evening drive-time on top-rated stations in each city with Hit Radio/Top 40 formats designed to appeal to the 18–34 year old market.

“GOSUB 60 was one of the first mobile publishers on the scene, and we benefited from the market need for casual games that were impulse driven, such as our very successful *Solitaire Deluxe*” notes Josh Hartwell, CEO of GOSUB 60. “But the market is evolving, and with a fantastic game and triple-A brand like *Sahara*, it’s important to educate consumers that a great game exists not just for their XBOX or PS2 but also for their cell phones.”

“In addition to pushing our titles into the market by maximizing distribution, we are really focusing this year on pulling them through by driving consumer awareness and making game downloads a destination buy. We couldn’t ask for a better property around which to focus our Consumer-Direct efforts than *Sahara*. It’s a classic action-adventure title with all the makings of a blockbuster franchise.”

In addition to Sony Ericsson handsets and *Sahara* game give-aways, the campaign prize package features gift certificates towards service on several major carriers nationwide. Hartwell states: “It’s been a great licensing and development relationship with Paramount Pictures and Bristol Bay Productions, and now we are equally pleased to be working with Sony Ericsson, EMG, and our carrier partners in these Consumer-Direct Marketing efforts. It’s the first of many exciting promotions we have slated for this year.”

Sahara, available on BREW and J2ME, launches on multiple wireless U.S. carriers from April 8th to April 15th. The radio campaign runs April 11 through April 23, 2005. 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.

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