

GOSUB 60 TURNS THE TABLES WITH *BLACKJACK CHEATER*™

Santa Monica, CA – May 18, 2005 - GOSUB 60, creator and global publisher of mobile entertainment, today announced the upcoming release of its latest innovative card game, - *Blackjack Cheater*™. GOSUB 60 aims to continue a streak of top-selling card titles with the summer release of *Blackjack Cheater*™, the first-and-only wireless blackjack game that actually shows players how to shift the odds and beat the house!

Sean Thompson, Senior Producer for GOSUB 60 elaborated: "Blackjack is a deceptive game because while the rules are easy to learn, the reality is that like every casino game, the odds are stacked against the player. What we've done with *Blackjack Cheater*™ is combine the entertainment value and production polish of a "Celebrity Poker" with the complex statistical intelligence of the "MIT Blackjack Team". *Blackjack Cheater*™ shows players not only the basics but also the card counting cheats and covers they need to actually win. Look, I've been to Vegas dozens of times, and while playing is fun, playing and WINNING is a lot more fun!"

Blackjack Cheater™ covers the basics better than any other title with an in-game personal coach to explain hitting/standing/betting strategies, 8 gorgeous casinos set around the world where players can gamble for hours at a private table or with realistic AI table-mates, and a unique "Training Wheels" mode in which the BJC personal coach gives tips and advice at every step.

"But", Thompson notes, "we then take the game to an entirely new level by actually teaching players how to cheat! Card counting is broken down into easy-to-understand, easy-to-emulate steps and players have the option of displaying the current count at all times. For even faster action, our "Easy Cheat" mode defaults players to the proper move in any situation so that they can just fly through the hands and build up their bankroll very quickly. We also offer a "Real Life Easy Cheat" in which you can quickly enter a hand you're actually playing in real life, and have the BJC Coach tell you exactly what to do. And finally, one of the coolest features we've incorporated is our "Below the Radar" section designed specifically to help players translate their new skills to the real-life action of the Vegas strip. Players are shown what to wear, how to act, when to play, and when to walk away."

Over the past decade, the game of blackjack has exploded in popularity with millions of online players, high-profile tournaments such as "The World Series of Blackjack" and televised programs including the Game Show Network's "Celebrity Blackjack".

GOSUB 60 has considerable experience in the mobile card game market beginning with Solitaire Deluxe™, their first ever release in early 2003. Since then, the Solitaire Deluxe™ family of titles has been a top-seller on carriers worldwide, with over 1,000,000 downloads to date. *Blackjack Cheater*™ will be the first release in GOSUB 60's trademarked *Cheater*™ line of products encompassing an array of card, entertainment, and productivity titles.

About GOSUB 60:

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

Founders Josh Hartwell and Paul Bolten are 5-year veterans of the mobile software industry and have been instrumental in bringing to market 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.