

## **GOSUB 60 LAUNCHES WIRELESS SUDOKU DELUXE™ WITH EXCLUSIVE TEXT-A-FRIEND FEATURE**

**Now it's easier to talk about the game everyone's talking about!**

**Santa Monica, CA – September 13<sup>th</sup>, 2005** - GOSUB 60, creator and global publisher of mobile entertainment, today announced the upcoming release of Sudoku Deluxe™: the first wireless Sudoku game to leverage the puzzle's exploding popularity and let players pass on the mania with GS60's proprietary Text-A-Friend feature.

A seductively simple number placing game, Sudoku is already a runaway hit worldwide with 600,000 magazines sold every month in Japan and regular puzzles in 50 newspapers around the world. The game is catching fire in the U.S. as well with more than half a dozen best-selling books on the USA Today's top 150 list, plus regular puzzles in the LA Times and New York Post. And with game mechanics that require only a grid and the entry of the single digits 1 through 9, Sudoku is a natural for the mobile market.

A key component of Sudoku Deluxe™ gameplay is the socializing aspect of GS60's unique Text-A-Friend feature; it allows players to easily share puzzles and send canned messages to brag, goad, or challenge friends with just the push of a button. "Only Sudoku Deluxe™ takes the current word-of-mouth proliferation and catapults it into the wireless arena" notes Josh Hartwell, CEO of GOSUB 60. "Text-A-Friend supports and enhances the very viral growth that has made this game such a worldwide phenomenon."

Also integral to Sudoku Deluxe™ is GS60's trademark intuitive gameplay. "Our first order of business is always to create a user interface that is so easy-to-grasp and easy-to navigate that users can just pick up and play with no time spent orienting themselves or fumbling with the key pad" states Hartwell. "Just like Solitaire, we know that consumers will soon have many choices in wireless Sudoku. So we've gone the extra mile to stand out from the competition by creating a game that is robust, feature-packed, easier to play than a puzzle on paper, and also more fun."

Sudoku Deluxe™ offers over 1,000 unique puzzles with 4 difficulty levels from Apprentice to Emperor. "That's more than 4 times the number of puzzles you get in most Sudoku paperbacks, and all in a handy storage device that you're already carrying in your pocket" says Sean Thompson, Senior Producer for GOSUB 60. "In addition to Text-A-Friend, Sudoku Deluxe™ has all of the tools players need to easily solve puzzles on-the-go including Scratch Pad, Pencil Marks, Auto-Save, & A-Z Tutorials. We even included an Easy Puzzle Copier – allowing players to quickly enter and play a Sudoku puzzle from any publication, plus an Instant Puzzle Solver, - so they never have to wait for a solution. We've gone to great lengths to develop the most robust and easy-to-use mobile application of Sudoku and have created, I think, a wireless game as addictive as the puzzle itself."

Sudoku Deluxe™ will be available for BREW and J2ME on multiple U.S. carriers beginning October 15th, 2005. Prices vary by carrier, with subscriptions beginning at \$2.99 and unlimited use downloads at \$5.99.

### **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](http://www.gosub60.com).