

## **GOSUB 60 INKS DEAL FOR DISTRIBUTION IN CHINA**

*Mobile publisher plans 10-fold increase in international sales by end of 2005*

**Santa Monica, CA – December 8th, 2004** – GOSUB 60, fast-rising developer and publisher of wireless software, today announced it has signed with Enorbus for distribution of its mobile games and apps in China. Enorbus distributes through both China Mobile and China Unicom, allowing GOSUB 60 products to reach the more than 300 million cell users in China.

“We’re very pleased to be working with such a strong international partner,” states Kellie Goettling, VP of Sales for GOSUB 60. “Enorbus offers extensive experience in localization as well as unprecedented access to China’s wireless carriers. With 5 million new customers added every month, China represents both the largest and the fastest growing mobile market in the world; we’re quite excited to have our products represented and look forward to being a part of the rapid growth of China’s cell business.” Distribution of GOSUB 60 products in China is scheduled to begin in early Q1 2005.

Enorbus, based in Beijing, has been in business since 2000 offering wireless publishing and distribution services throughout Asia. Justin Colby, Director of Business Development for Enorbus, states: “GOSUB 60 offers a tremendous slate of titles that we are confident will appeal to the Asian customer. With their dedication to innovation and creativity, GOSUB 60 will certainly find a large audience in our market.”

In addition to the recently penned deal with Enorbus, GOSUB 60 has distribution agreements in over two dozen countries with carriers including BellSouth International, Verizon International, Pelephone, and Telcel. A further partnership with Orange Group will see GOSUB 60 products reaching mobile customers in the U.K, France, and the Netherlands by early next year.

Of their international efforts, Ms. Goettling noted: “We are very optimistic about the sales potential of our products in the global arena and are working on a roll-out strategy that will have us in 8 of the top 10 world markets by the end of next year. With the planned penetration of these key regions, we’re confident we can increase international business 10-fold by the end of next year.”

### **About GOSUB 60:**

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

Founding 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 develops and publishes 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) or contact:

GOSUB 60

1334 3<sup>rd</sup> Street Promenade, Suite 309

Santa Monica, CA 90401

Tel: 310.394.GS60

E-mail: [info@gosub60.com](mailto:info@gosub60.com)

#####