

GOSUB 60 LAUNCHES FIRST CAUSE-RELATED MOBILE GAME

Just by playing, wireless gamers raise money for breast cancer research

San Francisco, CA at GDC Mobile – March 5, 2007 – Spearheading social marketing in the mobile entertainment space, GOSUB 60 today announced a new corporate alliance with The Breast Cancer Research Foundation (BCRF). The alliance makes possible GS60's integrated cause-related marketing campaign, and marries mobile gaming with goodwill to donate up to \$0.25 per player to breast cancer research.

To participate in the campaign, consumers need only to download Bliss™ - a new mobile puzzle game designed in look & feel as well as gameplay mechanics to appeal specifically to a female audience. Once players reach certain point milestones, they earn a pink ribbon code. Ribbon codes can then be submitted at the soon-to-be launched www.blissdonation.com, and for each code received, GS60 will donate \$0.05 to BCRF, up to \$0.25 per player. The goal of the global campaign is to raise \$25,000 to support The Breast Cancer Research Foundation's mission of preventing breast cancer and finding a cure in our lifetime by funding clinical and genetic research worldwide.

"This program is an industry leading effort not only to unveil the cause-related program but also to attract a new kind of mobile entertainment segment. As socially-conscious individuals, the team at GOSUB 60 recognizes the importance of putting back into the community. And as entrepreneurs, we tap into the minds of different demographic segments to create breakthrough campaigns that bring a new genre of consumers to the mobile gaming arena," said Josh Harwell, CEO of GOSUB 60. "We are thrilled to introduce a cutting-edge program that supports the work of The Breast Cancer Research Foundation."

"We are excited to team up with GOSUB 60 in this innovative fundraising campaign that puts the ability to donate in the palm of your hand," said Erin S. Medley, Assistant Manager, Marketing of The Breast Cancer Research Foundation. "Now, on-the-go consumers have a personal and convenient avenue to take action and fight to find a cure for breast cancer."

Bliss will be available for BREW and J2ME on multiple U.S. carriers beginning April 1st, 2007. Prices vary by carrier with subscriptions beginning at \$2.99 and unlimited downloads at \$5.99. To download, consumers can go to the game deck of their preferred wireless carrier.

About GOSUB 60:

GOSUB 60 focuses on "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 veterans of the mobile industry and have been instrumental in bringing to market such top-selling and award-winning titles as Solitaire Deluxe®, Sudoku Deluxe®, Blackjack Cheater® and Curious George Monkey Fun™.

GS60's titles are available on Cingular, Sprint, Alltel, Nextel and dozens of other carriers in more than 20 countries. For more information on GOSUB 60, please visit www.gs60.com

About The Breast Cancer Research Foundation:

The Breast Cancer Research Foundation® is dedicated to preventing breast cancer and finding a cure in our lifetime by funding clinical and genetic research worldwide. A minimum of 85 cents of each dollar donated to the Foundation goes directly to breast cancer research and awareness programs. For more information about BCRF, visit www.bcrfcure.org or call 1.866.FIND.A.CURE.

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