

## GOSUB 60 MOVES UP THE RANKS

*October report elevates GS60 to 8th on list of top U.S. Mobile Publishers*

**Santa Monica, CA (November 29th, 2006)** – A recent report from mobile market authority M:Metrics indicates that independent publisher GOSUB 60 has moved up a slot and is now the 8<sup>th</sup> ranked mobile games publisher in the U.S. GS60 previously held a # 9 position according to an M:Metrics report published in June\*. This advancement reflects a 4% increase in GS60's share of new paid downloads, making it one of only 4 publishers in the top 10 to show an increase over the June report.

A comparison of the two reports shows quite a bit of movement among the Top 10 players: While EA Mobile remains the leader, its share of new paid downloads dropped from 32.2% in the June report to 26.5% in the October report. In the same timeframe, Glu Mobile has overtaken Gameloft to claim the 2<sup>nd</sup> ranked spot, Namco bested Hands-On Mobile for the 4th slot, and Walt Disney Internet Group entered the top 10.

Josh Hartwell, CEO of GOSUB 60 notes "It's a very fluid space with a lot of close competition, so these rankings are constantly in flux. But directionally, it's certainly very encouraging." GS60 recently opened new markets in Europe and expanded U.S. distribution of its top-selling Solitaire Deluxe® franchise. "The business is on a solid growth path and satisfying our aggressive forecasts." Hartwell observes. "At the end of the day though, we still consider ourselves a boutique publisher. It's not our goal to stuff the shelves, but rather to deliver the highest sku efficiency possible. We don't go to the carriers with a massive slate of titles, but rather offer 5 or 6 carefully chosen, high-quality games each year. Right now, we've got seven active titles on the decks, whereas the other top 10 publishers have anywhere from 22 to 93."

"What we're really trying to do" Hartwell continues, "is drive market growth on a more basic level, and reach the 96% of cell phone users who've never bought a mobile game. We create games with instant title line appeal and intuitive playability that bring in new "non-gamer" demographics; games that are simple enough for an absolute novice to pick up and play, yet have depth enough to satisfy the more experienced consumer. Our focus is on making great mobile games that anticipate the needs of the casual player and over-deliver on their expectations."

GOSUB 60 develops and publishes top-selling mobile titles including the Solitaire Deluxe® 12-Pack, Blackjack Cheater®, and Sudoku Deluxe™. Upcoming releases include Curious George® Monkey Fun™, Dexter's Lab: Brain Reaction, Camera-Phone Darts™, and Bliss™.

\*The June M:Metrics report was based on a 3 month average of sales for a period ending May 2006, while the current ranking is based on a 3 month average for the period ending September 2006.

### **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.

GS60's titles are available on Cingular, Sprint/Nextel, Alltel, and dozens of other carriers in more than 20 countries.

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