

Oberon Media Acquires PixelPlay to Complete

“Triple Play” Casual-Games Offering

PixelPlay’s Leadership In Interactive TV Rounds Out Oberon’s Three-screen Strategy, Offering Casual Games on Mobile, Online and Interactive TV Platforms

Casual Connect, SEATTLE: July 17, 2007 – Oberon Media, the world’s leading multi-platform casual-games company, today cemented its bid to become the first company to deliver global, integrated casual-games solutions across the interactive TV, online and mobile platforms, with the announcement of its intention to acquire PixelPlay, the world’s leading creator and distributor of games and entertainment in the interactive TV market.

The acquisition is a key element in Oberon Media’s ‘triple-play’ strategy, following its recent acquisition of I-play, the leading independent casual mobile games company, and its existing leadership position in the online casual-games market. The combined Oberon, PixelPlay and I-play offering is unrivaled and directly addresses the needs of telecommunications, cable and satellite operators seeking to launch multi-platform game services. Advertisers can now launch interactive campaigns across all three screens around the world, and game developers and licensors can increase their brand presence across multiple platforms by working with a ‘one-stop-shop’ powerhouse.

Informa Telecoms & Media forecasts the interactive TV games market value to grow to \$3 billion in 2010. After several years of infrastructure investment, operators and telecommunication companies are poised to release the next generation of interactive TV applications. Oberon Media is on the cusp of this trend, leading the way for interactive TV games to be the next “killer app” for the casual gamer’s living room.

Oberon Media is the world’s fastest growing casual-games company, with revenues growing more than 100 percent year over year. Its intellectual-property portfolio comprises more than a thousand titles, delivered by its global distribution partners including 350 wireless carriers and online providers including: Microsoft, Comcast, BskyB, Sprint, AT&T, Yahoo Games, Verizon, Electronic Arts, AOL Games, France Telecom and NHN.

Founded in 2002, PixelPlay leads the interactive TV market in creating and distributing games and entertainment. PixelPlay’s own patented, proprietary JIVE™ platform enables the creation, integration and management of multi-user and multiplayer cross-platform games on digital networks, allowing players to interact across multiple platforms. PixelPlay’s iTV games portfolio is comprised of hundreds of games and includes licenses from Hasbro, Atari, WPT Enterprises Inc, the Learning Company / Riverdeep and many

leading online casual game publishers. These licenses include SCRABBLE®, YAHTZEE™, MONOPOLY®, BOGGLE®, the WORLD POKER TOUR® CENTIPEDE™, MISSILE COMMAND®, ASTEROIDS™, CAKE MANIA™, SUPER BREAKOUT®, SLINGO®, CHAINZ® and LUXOR®.

Through its JIVE platform and world-class game franchises, PixelPlay delivers an unrivaled value proposition to cable and satellite TV operators around the world, as well as highly profitable entertainment services to MSOs such as Cablevision, EchoStar, DirecTV, Bell ExpressVu, Multi Choice, HOT and YES.

“This acquisition advances Oberon Media’s triple-play strategy and positions us to reach players across three platforms, thereby increasing game service stickiness and subscriber retention,” said Ofer Leidner, Co-Founder and Head of Business Development, Oberon Media, “This increases the appeal of Oberon’s white-label services to all our partners, from cable and satellite operators to telcos and game developers.”

“PixelPlay brings to the table a portfolio of industry-leading brands and unparalleled leadership and technology expertise in interactive TV,” said Ron Chaimowitz, PixelPlay CEO, “With the interactive TV portion in place, Oberon Media becomes the ideal solution for companies that want to tap into the fast-growing casual-games market.”

“Oberon Media and PixelPlay are both valued partners of Sandlot Games, delivering games like Cake Mania® and Tradewinds® to millions of game players around the world,” Daniel Bernstein, Founder and CEO of Sandlot Games said. “Consolidating our licensing and distribution partnerships to a 'one stop shop' with expertise across online and interactive TV platforms will create business efficiencies and cross-platform promotional opportunities.”

“Oberon has achieved a milestone within the Casual Games industry by combining within one company the expertise and distribution of casual games on the online, interactive television and mobile platforms,” said Eric Lamendola, Director of Business Development, Slingo Inc. “This can only help the many casual game developers and content providers achieve broad based success.”

Financial terms of the agreement were not disclosed. The acquisition is expected to close by the end of July. Chaimowitz will join Oberon Media and lead its interactive TV efforts.

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About Oberon Media

Oberon Media is the world’s leading multi-platform casual-games company, with expertise in the online, mobile and interactive TV categories. The Oberon Game Center platform is the industry standard and has been adopted by some of the world's largest corporations including Microsoft, Comcast, Sprint, AT&T, Yahoo Games, Verizon, Electronic Arts, AOL

Games, France Telecom and NHN. The platform combines casual-game content, merchandizing and features to fulfill each partner's specific needs. Oberon Media's publishing arm works with the industry's best, award-winning game developers to produce the top-selling casual games, which can be played in more than a dozen languages on PC, web-based, mobile console and iTV platforms. Founded in 2003, Oberon Media is headquartered in New York with offices across North America, Europe and Asia, and is backed by Goldman Sachs, Morgan Stanley, Oak Investment Partners and Lehman Brothers.

About PixelPlay

PixelPlay (<http://www.pixelplay.com>) is the leading provider of interactive entertainment services and technology for emerging platforms including ITV, IPTV, the “broadband internet” and mobile devices worldwide. The company creates and distributes games featuring many top brands including Centipede™, Missile Command®, Asteroids™, Monopoly®, Scrabble®, Boggle®, Yahtzee™, The World Poker Tour® and popular children’s brands such as Little Bear® and Reader Rabbit®. These notable brands combined with PixelPlay’s JIVE™ Technology, enable consumers to experience cross-platform, multi-player interaction, allow the company to provide highly profitable entertainment services to MSOs and wireless carriers.