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PIXEL GAME TECHNOLOGIES ANNOUNCE THE AVAILABILITY OF THE "JUNIOR CHESS" SERVICE FOR COMMERCIAL INTEGRATION WITH MOBILE AND INTERACTIVE TV NETWORKS

London - January 29, 2004 - Pixel Game Technologies, a leading provider of content and technologies for advanced game services, and Amir Ban & Shay Bushinsky, the creators of world champion "Deep Junior" Chess engine, have announced the launch of the Junior Chess Channel. The Chess Channel offers a server-based multiplayer and single player Chess game for mobile handsets and interactive TV along with tournaments, matchup, high score tables and community management.

Junior Chess is the first Chess game for Mobile and Interactive TV to feature server based AI. For the first time players are able to compete against a world-class powerful Chess AI while playing on low-end mobile handsets and interactive TV.

In addition to the ability to play against the "Deep Junior" server, the service features a full head-to-head online multiplayer mode using Pixel's JIVE™ online game technology. Junior Chess channel offers full match up services, game save and reload, chat, invitations and tournaments. Junior Chess will offer a pay-per-play charging model. Users will pay each time they play against the online Junior AI server, or when entering a prize tournament.

Junior Chess is a cross platform channel allowing players on mobile phones, interactive TV and handheld devices to meet, compete in tournaments and participate in Chess related activities. The Channel is offered to MSOs as an operator-branded channel, and to end-users as a global service.

The Junior Chess game is available today for commercial service with most J2ME-based mobile handsets and for Microsoft Smartphone handsets. Versions for interactive TV, Microsoft Pocket PC and Palm OS will be launched on April 2004.

"The collaboration with the creators of Deep Junior brings a new and exciting aspect to Pixel's unique multiplayer content offering." Said Sharon Rosenman, JIVE Product Manager. "The ability to play against world-class AI is a new stage in mobile gaming experience. Our experience shows that end-users are willing to pay to play a game against high quality online AI, and to enter online tournaments, and we expect this to generate significant ongoing revenues, both to the operators deploying it and to Pixel.

"Bringing the power of world-class chess into every living room, desk and pocket is a dream come true for the chess playing world as well as for myself and for Shay. We are excited to have Pixel Technologies bringing Deep Junior to the evolving mobile and Interactive markets, and are confident that the world-class AI quality of Deep Junior combined with Pixel's experience in multiplayer game services and technologies create a potential hit game" said Deep Junior developer Amir Ban.

About Pixel Game Technologies

Pixel Game Technologies is a provider of content and technologies that enable interactive entertainment and edutainment channels and services for new digital networks such as Wireless Telephony, Interactive Television, and Broadband internet.

Pixel's content channels and services include JiveGames™ - a complete solution for advanced game services, and KidsWise™ - a complete solution for advanced kids 'edutainment services'. Both JiveGames™ and KidsWise™ are available for mobile and interactive TV networks worldwide. Pixel's JIVE™ Platform enables iTV and mobile operators, as well as content publishers and developers, to create and offer advanced game services such as score submission and management of user accounts, leader boards, tournaments and prizes, statistics, invitations, match-up, chat, save games as well as full multiplayer games services. Online game services and Channels based on Pixel's JIVE™ Technology are deployed commercially in over 15 countries worldwide. For more information visit www.pixel-tech.com or www.jivegames.com.

About Junior

Junior is a 3-time computer chess world champion, and currently holds the title of ICCA (International Computer Chess Association) World Champion. In the past 8 years Junior has achieved everything a computer chess program could wish for. It played matches against world greats such as Judith Polgar and Boris Gelfand. It was invited to the Super-Grandmaster Dortmund 2000 tournament, where it scored an outstanding 50%, and was undefeated against humans for two consecutive years.

In 2003 world's leading chess player Garry Kasparov chose Deep Junior as his opponent after 6 years of refraining from matches against computers. In the exciting 6-game match in New York City Garry Kasparov and Deep Junior settled for a 3-3 draw.

Junior's style is unique, combining superb tactical ability, deep positional understanding, and a scintillating speculative approach to the game, formerly thought to be impossible for a computer. Its games are entertaining and eagerly followed by fans and masters alike.