

**PIXEL GAME TECHNOLOGIES ANNOUNCES NEW FUNCTIONALITIES OF JIVE™
FOR WINDOWS MOBILE™ SMARTPHONES AND POCKET PCS**

JIVE Allows Users to play multiplayer games, enabling mobile gaming communities

CANNES, FRANCE — FEB. 23, 2004 — In conjunction with 3GSM World Congress, Pixel Technologies, a leading provider of interactive, multi-user connected games services technology and content, announced today a new suite of services and features added to its JIVE™ games, including integration of unique artificial intelligence (AI) engines into the JIVE service, available now on Microsoft Windows Mobile™ software for Smartphones and Pocket PCs.

Users can now play on-line connected games and use game-services such as tournaments, ladders, statistics, invitations, match-up, chat and saved games on Windows Mobile enabled handsets. Pixel has integrated special AI engines into JIVE™, enabling users to choose playing against human opponents or against AI's such as the famous *Deep Junior™* Chess AI, which has challenged Gary Kasparov. JIVE™ based game services are deployed commercially at over 13 operators worldwide.

"Pixel brings the experience of multi-player, real-time game playing to the mobile windows handsets and users. By allowing the seamless integration of AI's into the JIVE™ platform, Pixel opens endless new possibilities to create sophisticated games, gameplay and game services as never seen before on mobile handsets. JIVE™ truly utilizes the Windows Mobile software to bring best of breed entertainment and community service to mobile users", said Noam Wolf, Pixel Director of Mobile Sales, EMEA.

"Pixel's gaming technology brings great value and fun to Windows Mobile, and we are thrilled with the new enhancements to the JIVE platform," said Annemarie Duffy, Mobility Marketing Manager, Microsoft EMEA. "JIVE games run seamlessly and take full advantage of Windows Mobile's power and multimedia capabilities."

About Pixel

Pixel 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 as well as full multiplayer games services. For more information visit www.pixel-tech.com or www.jivegames.com.

For further information, please contact:

UK Office - 90 Long Acre, Covent Garden, London WC2E 9RZ, UK
Tel: +44 (20) 7872 5841 Fax: +44 (20) 7753 2848

Microsoft and Windows are either registered trademarks or trademarks of Microsoft Corporation in the United States and/or other countries. The names of actual companies and products mentioned herein may be the trademarks of their respective owners.