

- PRESS RELEASE -



ANTIX LAUNCHES GAME WAREHOUSE

- Publisher showcase and distribution hub -

12th February, 2010: Reading, England – Antix launches its Game Warehouse to support publishers, developers and retail channels delivering networked, native games across multiple screens including mobile phones, TVs and PCs.

The Antix Game Player (AGP) is an on-device software client for native games services licensed to multiple tier one device makers. Antix now provides resources and services for storing games and related assets in a virtual warehouse, making it easy and cost-effective for publishers and developers to showcase and distribute games in Antix format to multiple sales channels in a controlled manner.

“Antix’s channel partners provide publishers and developers with access to untapped routes to market and revenue. The warehouse facilitates the discovery, sourcing and management of a games portfolio by channel partners. Using the Antix Warehouse to provision content removes some of the resource and maintenance constraints traditionally faced by developers and publishers when bringing new contents to market”, said Francis Charig, Antix’s Chief Executive.

Antix’s game service includes comprehensive developer tools, certification service, store as well as the warehouse and its on-device software client. Consumers using the Antix service can play premium quality, casual,

advanced casual and premium titles across multiple screens irrespective of variations in screen size, input device, operating system and chipset. Content can be distributed virally via the cloud or off-network from one device to another such as from a TV to a phone or a PC to an STB, alleviating bandwidth problems for carriers whilst the payment transaction is still handled via the service provider's store. Various business models are supported including advanced 'Try Before You Buy', available both on the device or directly in consumers' PC browsers connected to a store.

- Ends -

About Antix Labs

The Antix Game Player (AGP) is an on-device software client for native games services licensed to multiple tier one device makers. Third party casual, advanced casual and premium games are distributed in a device-independent format similar in concept to MP3 or PDF. This format lets consumers access and share games from any of their connected Antix-powered 'screens', which include mobile phones, TVs, STBs, PMPs, and PCs. In much the same way as they do already with music, photos and videos, consumers can distribute trial games virally across networks and off-line to their friends and family while still protecting the rights and revenues of operators and publishers. In addition to AGP itself, Antix provides the corresponding tools, certification mechanism, optional white-label store, and optional game warehousing necessary to deploy a complete service offering.

Antix Labs Ltd., headquartered in Reading, England was founded by Francis Charig, a World Economic Forum Technology Pioneer. For more information, please visit: <http://antixlabs.com/>

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