

Mixed Mob Press Release

WORLD'S FIRST INTERNET CONNECTED MOBILE GAME CHANNEL

Mixed Mob first in the World to release a connected mobile game channel on the Macromedia Flash Lite platform.

New Zealand, Christchurch - June 16, 2005 – Mixed Mob, A Division of ZoDAL, inc. New Zealand Ltd. today announces the release of their new multilingual mobile phone channel technology. Their technology is integrated into the World's First *mobile game channel* developed on the Macromedia Flash Lite Platform.

The rugby haka mobile phone channel showcases the next wave of mobile content available for mobile phone users, building on top of where SMS technology is limited.



The *Haka Mania Game Channel* (www.hakamania.co.nz) is the beginning of the next wave of mobile content available for mobile phones. Mixed Mob have developed Mobile Channel technology to take over from that of SMS campaigns and to rival that of traditional Mobile WAP surfing. Unlike traditional WAP pages, the interface of a Mobile Phone Channel can be highly graphical and interactive. A Mobile Channel communicates animated graphics, photos, plans, charts or diagrams to the end user. This is achieved because the channel accesses only the essential data via a GPRS transfer, providing the mobile user with specific personalized requests in real time, right to their phone.

"Mixed Mob is New Zealand's leading Flash Lite developer for mobile applications" says Mark Billingham, Director of HITLab New Zealand. A mobile channel can be thought of like a TV channel, by selecting a channel topic and downloading it to your phone, that specific information is then channeled to you. Christopher Blair, Managing Director of Mixed Mob says "The user experience is far better than your traditional WAP mobile phone surfing. Mobile Channels can help solve problems that have previously been difficult to tackle." Through Mobile Channels businesses can increase their service effectiveness, offer new services, or increase their business efficiency, creating new wealth.



"Mixed Mob has been developing this channel technology for over two years now. We have been following the swings and tides of the mobile phone industry, from the early SMS Marketing Campaigns, to early SMS real life applications", says Christopher Blair. "We had to monitor things closely, even when Macromedia released their Flash Lite Player, to make sure the player would be distributed in the right way throughout the industry. With Nokia signing a billion dollar licensing agreement with Macromedia, to ship all Series 60 devices with the Flash player, we knew it was time. Our company has over 7 years of experience developing with Macromedia Flash Technology – so it makes sense for us to use Flash to compete in the Mobile Industry."

Christopher Blair says "What Macromedia have done with their Flash Lite Platform is remarkable, all the major cell phone, and device manufactures have now come onboard and ship most of the higher-end phones with the Flash player – the Flash platform will be the standard for the mobile industry."

The new mobile channel technology that Mixed Mob has developed supports multilingual deployment. Mixed Mob have established themselves as a potential New Zealand Export force, showcasing Haka Mania in English and Korean. The Korean market is far ahead of New Zealand with over 90% of the public owning mobile phones that already have the Flash player installed or can support the Flash player. There are over 60 million users on the Korean connected GPRS mobile Network.

Mixed Mob is now looking for a major partner company to develop a personalized solution for, this will carry the technology to the leading edge of awareness in the marketplace. Some of the key benefits of Mixed Mob's Channel Technology is: Customer Relationship Lock, Enhanced Usability over SMS or traditional WAP mobile surfing, Controlled Data Flow in both directions, Independent Billing Systems, can integrate with SMS alerts, detailed maps, diagrams or charts can be created, and updated in real time right on the user's phone. Currently Mixed Mob is in negotiations to create functional business applications for Australian and Korean companies.

Haka Mania is Mixed Mob's latest and greatest creation, representing an example of an *Entertainment Mobile Game Channel*. Welcome to the network of Rugby Haka Mania! The aim of this mobile phone game channel is to repeat your opponent's Haka moves using the phone's joystick. The better you get the harder the Haka moves become. Compare live scores with players from all around the world! Mixed Mob's mobile channel technology is a real solution, available right now for real benefits, entertainment or business. If you're a business decision-maker looking for global market competitiveness, and the ultimate way to lock in customer relationships, contact Mixed Mob today.

ABOUT MIXED MOB TECHNOLOGIES

Mixed Mob Mobile Technologies combines the richness of social group networks with the power of instant communication networking. By connecting the dots among people, places and information, Mixed Mob will enable people to live, work and act together in new mobile ways, for businesses to solve problems and generate wealth.

New fun & games for new life enjoyment. Mixed Mob creates one of a kind games to provide entertainment value over a short time. Though the games are short, they are developed for addiction appeal and repeat play is guaranteed through our mobile channel technology!

For more information, please contact:

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To play Haka Mania go to:
www.hakamania.co.nz

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