



Mobitween launches ugenGames, the first UGC online & mobile gaming portal

Paris, September 4th 2007- Mobitween, a company specialized in the development of leading edge Flash™ based games for the mobile and online world, announced today the launch of ugenGames - www.ugengames.com - the first UGC (User Generated Content) online & mobile gaming portal.

ugenGames is a pioneering online free portal for players, developers and graphic designers allowing them to create, upload, customize and share web and mobile Flash™ based games.

*"Mobitween's goal is to be **the world's leading Game 2.0 Company** which bridges the gap between web & mobile game developers and players allowing them to create, customize, embed and share an endless library of games" said Mobitween's Founder & CEO, Philippe Chassany. "The 2.0 concepts are now available for online & mobile games, this will revolutionize the way in which people create and interact with games".*

For game players, ugenGames is a fun and unique destination to play, customize and share games. Users choose from a wide range of game engines, uploaded by developers, and have the ability to personalize them using their own pictures, sounds and graphics. The site offers a highly intuitive interface to personalize and share games and to compete and exchange with others players. Once personalized, the games can be shared with other users by email or by embedding them into social websites such as Facebook and MySpace ... and blogs like Blogger and Wordpress.

For game developers, ugenGames is an easy-to-use and feature-rich environment to make any Flash™ game customisable providing a fast and simple process to upload games to the website. In addition, ugenGames manages game leaderboards through an intuitive and well documented Actionscript API. By uploading their games, developers enter contests and can earn cash and/or prizes.

"This is a major leap forward for gamers," added Mobitween's Executive Vice President, Marc Alloul, "As the bond between the Casual Gaming and Mobile entertainment communities become tighter, with ugenGames, we are thrilled to offer on the fly "personalized" games for both online and mobile users. We are excited to be leading this UGC movement".



For Immediate Release

One of ugenGames' unique features is its fully integrated Mobile/Internet architecture. The games available on ugenGames are natively compatible with mobile handsets equipped with Flash™ Lite players. Mobitween is already well advanced in the development of a soon to be released feature which will enable web-to-mobile and mobile-to-mobile game customization and sharing.

User-Generated Content and communities on mobile generated globally \$3.45 billion in 2006 and is expected to be worth \$13.1 billion within five years according Informa Telecoms & Media and the Mobile Entertainment Forum.

According to latest figures released by comScore, 217 million worldwide play online games (28% of all people online).

Try it now! www.ugengames.com

ugenGames blog, logos, videos & illustrations are available at:
www.ugengames.com/PR/20070904

About Mobitween

The first  Company.

Mobitween, www.mobitween.com, is a leading developer and publisher of Flash™ based games for mobile and online worlds. The company works with mobile operators, handset manufacturers, leading publishers, media companies and third party developers.

By leveraging its Flash™ based mobile game development expertise acquired over the past three years, the company has introduced **ugenGames**, its web 2.0 User Generated Content and Social Networking Service. Mobitween's goal is to be the first Game 2.0 company bridging the gap between online & mobile game developers and players, allowing them to create, customize, embed and share games.

Mobigamz, the world's first Flash™ Lite based mobile gaming portal, is a client-server vending machine that replicates the web browsing model enabling players to download, play, rate and post hi-scores through a rich-media and customizable Flash™ Lite client.

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