

GOSUB 60 LAUNCHES MOBILEDELUXE.COM

New online mobile content site provides easy access to downloads and library of content

SANTA MONICA, Calif. – July 9, 2008 – Dedicated to driving mass market adoption in the mobile gaming space, GOSUB 60 (GS60), an independent innovator, publisher and marketer of mobile entertainment, today announced MobileDeluxe.com - a new website where avid mobile gamers and novices alike can access and purchase mobile game content. The innovative site provides users with the ultimate user-friendly experience, featuring a quick and easy five-step download process and a clutter-free environment.

MobileDeluxe.com includes a free trial feature that allows players to demo certain games on their phone prior to purchase. An industry first, each game purchase is accompanied with the Mobi-D Guarantee - giving players a 100 percent refund* up-to 23 days from game purchase if not fully satisfied with their GS60 mobile game. For first-time buyers and amateurs in mobile gaming, the site helps to weed through the clutter, offering only the best quality mobile content rather than a mass quantity of games. Other helpful features include video trailers with overviews of each game and step-by-step instructions on how to purchase games specific to a user's mobile carrier.

"Each new venture and decision at GS60 aims to accelerate mass market adoption for mobile games," said Josh Hartwell, CEO of GS60. "In developing a direct-to-consumer brand, we wanted a name that stemmed from our most successful properties - Solitaire Deluxe® and Sudoku Deluxe®. MobileDeluxe.com resonates with consumers familiar with our most popular game titles, fulfills our commitment to quality and provides a clear path to purchase, creating a positive experience that drives consumers back to make additional purchases."

Visitors to MobileDeluxe.com can register to become Mobile Deluxe members for exclusive access to insider information. Membership privileges include discounts on games, sneak peeks at upcoming releases, helpful game tips and a subscription to the Mobile Deluxe newsletter. From now until July 31st, consumers that register to become a Mobile Deluxe member are entered into a drawing to win a Nintendo® Wii™ and Guitar Hero® game package along with other prizes.

MobileDeluxe.com offers high quality GS60 games and supports downloads for most Java carriers in the U.S. including AT&T, Sprint and T-Mobile. BREW consumers such as Verizon and Alltel can also browse the growing catalog for details and features of GS60 games and make a purchase on the carrier deck. For a monthly subscription, the price is approximately \$2.99. For unlimited access, the price is approximately \$6.99.

About GOSUB 60:

GOSUB 60, headquartered in Santa Monica, California, is an independent innovator, publisher and marketer of mobile entertainment, servicing 50 carrier partners in more than 20 countries. In 2006 and 2007, GOSUB 60 was named the only non-venture funded independent publisher ranked in the Top Ten Mobile Publishers. Founded in 2003, GOSUB 60 focuses on creating casual games and is responsible for delivering titles such as Sudoku Deluxe®, Solitaire Deluxe® 12-Pack, Blackjack Cheater® and Curious George® Monkey Fun to the mobile game deck. For more information on GOSUB 60, please visit the website at www.mobiledeluxe.com

*Refund is in the form of a gift card from consumer's mobile carrier.

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