

GOSUB 60 DELIVERS ENTERTAINMENT BLISS™ TO THE iPhone

Mobile game invites consumers to help raise \$20,000 for breast cancer awareness and education

SANTA MONICA, Calif., July 30, 2009 – Continuing a commitment to philanthropic initiatives, GOSUB 60 (GS60), an independent innovator, publisher and marketer of mobile entertainment, today delivered its first cause-related game title under the Mobile Deluxe brand to the iPhone. A game that has already donated close to \$8,000 to breast cancer awareness and education, Bliss engages players in the fight against breast cancer by allowing them to turn game points into donations to the Beautiful Day Foundation.

Developed for the escalating female casual game market, Bliss takes players through a series of puzzles and levels in a stimulating game of shape and color matching. Once players reach certain point milestones in gameplay, they earn pink ribbon codes to be exchanged at www.blissdonation.com for donations to the Beautiful Day Foundation. Dedicated to raising awareness and providing breast cancer education to women across the globe, the Beautiful Day Foundation gives support to young women diagnosed with the disease.

“At GOSUB 60, we wanted to evolve the idea of social responsibility into something beyond the ‘shop for a cause’ methodology by allowing consumers to interact with the cause,” said Josh Hartwell, CEO of GOSUB 60. “Since the availability of Bliss, over 33,000 ribbons have been accumulated on the donation site, translating into around \$8,000 donated to the cause. The iPhone has widened the door for mobile games and applications, and we expect this campaign to reach even greater heights through this version in partnership with the inspiring Beautiful Day Foundation.”

“We are thrilled to be teaming up with GOSUB 60 in this unique fundraising initiative that allows us to not only make an impact in the lives of women diagnosed with breast cancer, but also to share this passion directly with consumers,” said Christiaan Rollich, president of Beautiful Day Foundation. “It is great to be able to reach out to millions of mobile phone users and work with a company that gives back to the community.”

At the Bliss donation site, players can track donations, share stories and get information on the charity. To track the full number of donations to-date, detailed information on contributions is accessible at www.blissdonation.com. In addition to the iPhone, Bliss is available on the major carriers and for Blackberry. For unlimited access on the iPhone, the price is only \$0.99. Downloads will be available through the Apple App Store and BlackBerry App World. For more information on Bliss, please visit www.MobileDeluxe.com.

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. Since 2006, GOSUB 60 has been named the only non-venture funded independent publisher ranked in the Top Fifteen Mobile Publishers. Founded in 2003, GOSUB 60 focuses on creating casual games and is responsible for delivering titles such as Sudoku Deluxe®, Solitaire Deluxe® 16-Pack, Blackjack Cheater®, Curious George® Monkey Fun and Speed Texting 2.0 to the mobile game deck. For more information on GOSUB 60, please visit the website at www.MobileDeluxe.com.

About The Beautiful Day Foundation

The Beautiful Day Foundation is a not-for-profit organization dedicated to raising awareness and providing breast cancer education to young women across the globe. We bring professionals who know and people who care together to provide the information and support that young women need to fight this disease with courage and strength. We're a fresh voice helping young women with breast cancer face every new day's challenges with grace, humor, and style. And we're building an energetic community dedicated to helping young women and their loved ones turn today - each day - every day into a beautiful day.