

GOSUB 60 DELIVERS THE ULTIMATE TEXTING CHALLENGE WITH SPEED TEXTING 2.0

New mobile game challenges players to a game of fast text

SAN FRANCISCO, Calif. at CTIA WIRELESS SHOW, September 9, 2008 – Capitalizing on the consumer texting craze, GOSUB 60, an independent innovator, publisher and marketer of mobile entertainment, today announced the availability of Speed Texting 2.0 – a first-of-its-kind mobile game that puts texting skills to the test. In this casual game of fast thumb work, players race against the clock to quickly text words and phrases that appear on the phone's screen.

Grading on both accuracy and speed, Speed Texting 2.0 challenges players to text each word or phrase correctly before it disappears from the play area or incur game penalties. Each word correctly texted builds up a player's finish time while incorrect texts or missed words result in a slower finish time. Creating an intricate in-game community, Speed Texting 2.0 gives players the option to compete against themselves, friends, daily and monthly leader boards and artificial intelligence (AI) opponents. Competitive texting aficionados can activate a feature that shows players' ranks in relation to their area code, the nation or the world.

"According to comScore M:Metrics, 52 percent of all mobile subscribers text at least once a month. Given the popularity of texting, a casual mobile game that incorporates this frequently-used feature with an addictive game mechanic is poised to win over the mass market consumer," said Josh Hartwell, CEO of GOSUB 60, Inc. "Speed Texting 2.0 is a great game to play during downtime, as it was specifically designed for easy pick-up, play and pause – anytime, anywhere."

With 25 playing levels that increase in difficulty, Speed Texting 2.0 is equipped with a variety of texting environments and experiences to satisfy both texting amateurs and veterans. And with the iCUBED™ dynamic content engine, users receive offers for free updates that include new environments and bonus texting levels at no additional cost. Adding another twist to the texting challenge, some downloaded levels include a series of texts that work together to describe a certain something – it's up to players to guess what that something is.

Speed Texting 2.0 will be available nationwide in September through major carriers. For a monthly subscription, the price is approximately \$2.99. For unlimited access, the price is approximately \$7.99. Final price is ultimately determined by the carrier. Downloads will be available through the carrier deck and at 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. 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.

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