

## **INTERPRETING.IT PRESS RELEASE May 12,2008**

### **SpitFun™ game on mobile phones**

Varese, Italy – I+E, a division of Interpreting.it, today officially presented the SpitFun™ multiplayer game. This game will be available in June for mobile phones and later for the Web and other platforms.

In SpitFun™, a 2D casual mobile game (for S60 Flash® Lite™ devices), players “spit out” ghost Sam’s skull with the aim of finding and hitting other ghosts. In the mobile version there are four game modalities: training, single player, two players, and multiplayer. Once players have selected the game modality, they will enter the surreal SpitFun™ universe and go chasing ghosts. Players will also have the possibility to integrate new game environments, bonus functions and characters through free downloadable bonus packs.

SpitFun™ is not only a mobile game. It is a SpitFun™ branded game platform, which will welcome other games based on shared characters in the next few months. This platform will grant players game continuity and a multiplayer cross-platform game experience.

“We are very excited to present SpitFun”, said Andrea Trento, Managing Director and founder of Interpreting.it. “SpitFun is the first mobile game that we are independently publishing and distributing, and this is not the end, for many others are in the pipeline.”

“Our goal is to provide our consumers with a quality Flash® Lite™ game, in line with the real market needs and able to compete with the widely spread Java™ games. The accurate 2D graphic development of characters and environment, refined and fresh sounds have enabled us to make the most of the game concept and the possibilities that Flash® Lite™ technology can offer players. The result was a quality and involving casual game with varied game modalities.”

The launch of SpitFun™ mobile game will be supported by an extensive marketing campaign including: a main game Web site and WAP site; a Web contest; a Web and WAP banner advertising campaign across user community sites, entertainment Web and WAP sites; guerrilla and social network marketing campaigns. Bundles with special gadgets will be initially available only for the European market.

Starting in June, the game will be distributed through the SpitFun™ main Web site ([www.spitfun.com](http://www.spitfun.com)) and mobile site ([mobile.spitfun.com](http://mobile.spitfun.com)).

### **About I+E**

I+E, the new division and brand of Interpreting.it, creates and publishes quality titles for the web and mobile market. The new division of Interpreting.it operates in Varese, Italy. It develops and publishes independent games based on its casual concepts and original characters, which are then distributed by operators, WAP sites and Web portals.

### **About Interpreting.it**

Founded in 2000, Interpreting.it is a company specialized in the development of cross-platform content. Interpreting.it develops a wide range of applications and entertainment contents and offers the users fresh experiences in games, applications, branded and casual contents through Web, desktop, mobile and latest-generation devices. Interpreting.it also provides consultancy, solutions and services for the development of UIs and user experiences for Web and mobility.

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