

# For Release 19 April 2004

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Free-play available for press reviewers

# Gangsta



***Deal drugs,  
gun down people  
in death-matches,  
earn Respect...  
...with your mobile!***

## Massively Multi-player Urban Crime Game for Mobile Phones

London, United Kingdom — 19 April 2004 — London-based game developer MegaTree Limited has launched **Gangsta**, the UK's first massively multi-player game for mobile phones. In **Gangsta** thousands of players can simultaneously inhabit and explore a virtual rendition of urban London, where they can buy and sell drugs, purchase guns and body armour, fight and kill other players in death-matches, put contracts out on each other, rob the weak, form "crews" (gangs) to take on the strong, purchase bling to impress, and generally misbehave and have fun. The object of the game is to earn Respect, which is accumulated by successfully undertaking any or all of the illicit activities in the game.

**Gangsta** is played by sending SMS (text messaging) commands to the short-code **60033** and receiving SMS messages by return stating the results of actions. Response messages stimulate further commands from each player that are then transmitted to other relevant players in the game. In this way users can play against friends, with friends against other crews, or simply against the system. Players can also leave the game and then later resume play with accumulated Respect intact. The game messages have been designed to convey as much rich information as possible in the 160 characters permitted per SMS message, and the game is governed by logical and simple rules.

The game is started by sending **game** to **60033**. Using SMS as a game platform means that everyone with a mobile can play today, through their current mobile network operator, they not required to have the most cutting edge telephone gadgetry or mobile data subscriptions. However, behind the scenes is state-of-the-art fuzzy-logic technology which interprets players' text message commands and resolves keying-in errors, while a sophisticated Artificial Intelligence engine controls the numerous Non-Player Characters (NPCs) that add depth and interest to the game.

**Gangsta** is supported by an integrated web-site at <http://www.gangstagame.com> which has detailed help, walk-through guides, instructions, maps and game-play tips. The site tracks in real-time players' scores and displays league tables of Respect, Kills, Deals, Cash, Bling and other mischievous categories. It also offers players "housekeeping" functions such as the ability to change their game profiles without cost.

Stuart Fotheringham of MegaTree commented: "**Gangsta** would make for a compelling challenge as a single player game, but being massively multi-player makes it enormous fun. It is one of the most sophisticated games so far attempted on mobile phones, yet it's delivered through the simplest of interfaces. We have put in a lot of effort to balance complexity with ease of use. The game itself is hugely entertaining to play, particularly fighting in death-matches against friends or even strangers."

Fotheringham continued: “We’ve been playing **Gangsta** with a number of South London MCs and others ‘players’ from the ‘urban’ scene for some weeks to get their input, and they reckon it’s both fun and addictive. If **Gangsta** is as successful with the youth market as with these guys, it will be the summer hit of 2004 with everyone under 24.”

Due to the mature nature of **Gangsta**, players must be at least sixteen years old to play. Cost to play is 25p per message received plus regular text price to send. **Gangsta** is currently only available in UK.

– Ends –

### ***ABOUT FREE-PLAY FOR PRESS REVIEWERS***

**Gangsta** can be played on a no charge basis free-play for press review purposes. High-resolution files of the illustrations are also available electronically upon request.

Contact: [press@megatree.com](mailto:press@megatree.com) or 0870 112 4772.

### **About ‘Gangsta’ – [www.gangstagame.com](http://www.gangstagame.com)**

‘Gangsta’ is a multi-player game played via SMS (text messaging). ‘Gangsta’ is played by sending simple English language commands to the short-code 60033 and receiving written replies explaining the results of the actions. Note to Editors: ‘Gangsta’ can be played for free for review purposes, see more details.

### **About MegaTree Ltd – [www.megatree.com](http://www.megatree.com)**

MegaTree Limited was formed in 2003 to develop games and provide marketing solutions focused on mobile telephony. Dedicated to providing high quality gaming content and original marketing concepts, MegaTree seeks to maximise the fun potential of mobile phones.

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