



For Immediate Release

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WAP version of 'Gangsta' Multiplayer Mobile Phone Game Launched

Builds on success of SMS predecessor, offers monthly cash prizes

London, United Kingdom 1 November 2004 MegaTree Limited launches the WAP version of 'Gangsta', its Massively Multiplayer Online Role Playing Game (MMORPG) operated via GSM mobile telephones. 'Gangsta' sits in a British "grime crime" setting. Players inhabit a virtual rendition of urban London, and can explore a variety of different locations at which they can do different things: buy and sell drugs, buy weapons and protection, form networks of clans and buddies, fight and kill other players or heal themselves, put contracts out on other players, rob weaker players, taunt each other into a fight, 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 activities in the game.

The WAP version of 'Gangsta' can be played on almost every mobile phone in the UK, simply by pointing a WAP browser to <http://gangstawap.com> and following the registration process. The game is played through the simplest of 'point and click' interfaces, so there are no commands to be remembered, screens are content rich with easy to follow game-play, and the response times with GPRS are excellent.

The game is also supported via an integrated web-site at <http://gangstagame.com> which ranks players into top tens of Respect, Killers, Richest and other "most wanted" categories; offers players "housekeeping", the ability to change options; has detailed help, instructions and tips; and offers a £250 cash prize for best player each month.

MegaTree's strategy is to support the broadest market for multiplayer games, therefore 'Gangsta' one of the most sophisticated games so far attempted on mobile phones is played on WAP, the most widely supported yet fastest growing mobile phone data-service; which also has no reliance on downloads or applets so that anyone can start playing immediately. 'Gangsta' is a showcase of MEGA, MegaTree's multi-player environment gaming application platform, enabled by Microsoft .Net 2003 architecture. MEGA

offers massively multiplayer capability (thousands of people can play simultaneously), real-time interaction, sophisticated AI (Artificial Intelligence) controlling the Non-Player Characters, and billing and reporting.

Stuart Fotheringham, a co-founder of MegaTree, commented: "Following the success of the SMS version of 'Gangsta' launched earlier this year, the WAP version really takes the multiplayer element to the next level. Gameplay is much quicker, slicker, easier to play, and is an even more compelling and fun challenge than before."

Due to the nature of the content in 'Gangsta', players must be at least sixteen years old to play. Subscription costs £1.50 per day or £4.50 for a weeks play.

Additional details

Game name: 'Gangsta'
Live date: 1 November 2004
Game WAP-site: gangstlawap.com
Web-site: gangstagame.com

Notes to editors:

- 'Gangsta' can be played for **free** by journalists for review purposes, use contact details below.
- High resolution files of 'Gangsta' artwork and illustrations are available upon request.

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About MegaTree Ltd 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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