

New Survey Finds BlackBerry® Devices & Smartphones Aren't Just for Email Anymore - Entertainment is the Killer Application

More than 90% of Respondents Unlikely to Switch Back to Traditional Handset, Citing Superior Smartphone Entertainment Experience

SAN FRANCISCO FROM GDC, February 19, 2008 -- In an expansive market research survey released by Magmic Games and Information Solutions Group (ISG), users of mobile entertainment products on smartphone devices responded overwhelmingly that smartphone devices provided a superior entertainment experience than traditional feature-phone handsets. The results also indicate that playing games on smartphone devices is becoming the dominant method of gaming for those users compared to other gaming platforms. The survey results represent more than 3,750 consumers that have purchased games, themes, music and other entertainment products for BlackBerry® devices or other smartphones.

Key Findings of the Survey:

- 90% of respondents who play games felt that gaming on a BlackBerry® device or other smartphone device was a superior experience to that of a traditional feature-phone device.
- 91% of respondents who prefer playing games on a BlackBerry® device or other smartphone device said that they would be unlikely to switch back to a traditional feature phone for entertainment products, citing the better image quality, larger screen size, easier controls and easier product downloading all as important factors.
- Over half (51%) of respondents said that they played games on their BlackBerry® device or other smartphone device more than on any other type of gaming platform/hardware (computer, console, handheld, arcade, etc.); among women only, this figure was 60%.
- 83% of respondents fell within the 22-49 age segment.

“This survey speaks volumes about the powerful riptide smartphone and BlackBerry® devices are creating in the mobile entertainment market,” said Nicholas Reichenbach, executive vice president of publishing for Magmic Games. “The results suggest that positive entertainment experiences on devices are a critical factor in product adoption and loyalty. As a result, it is important for mobile carriers, OEMs and entertainment publishers to continue efforts to offer compelling entertainment products to mobile customers.”

Other results from the survey:

- 65% of BlackBerry® device or smartphone users purchase a mobile entertainment product (games, themes, music or other products at least once every three months.
- 45% of respondents earned an annual household income of \$100,000 U.S. or more; 63% work as business executives/professionals.
- Puzzle games (e.g. Tetris, Sudoku) were identified as the most popular game genre, with 60% of respondents reporting that they enjoyed those types of games.
- 41% of respondents indicated that they played games during their workday, with 69% doing so primarily during lunch or other official breaks.
- 79% of those that play games at work said that they felt “more relaxed and less stressed out” after playing mobile games, by far the most cited feeling produced.

Respondents were offered 50% off their next purchase to complete the survey. Additional information from the survey is available upon request.

Survey Methodology: ISG conducted the online survey exclusively for Magmic Games, Inc., a worldwide developer and publisher of mobile games and entertainment across all mobile platforms. Magmic Games owns and operates Bplay.com, a direct-to-consumer BlackBerry® device shopping portal, and offers

other smartphone products through Magmic.com. Randomly selected users were polled from January 25, 2008, through February 2, 2008. Of the total group surveyed, 70% of respondents were male, 30% female.

About Magmic Games: Magmic Games is a world leading developer and publisher of mobile entertainment with over 80 titles in action, sports, casino, puzzle retro and multiplayer genres across a variety of mobile platforms. Magmic publishes a full range of content, from original IP to partnering with top entertainment publishers including THQ Wireless, Glu Mobile, Hands-On Mobile, PopCap Games and Konami. Magmic houses some of the biggest titles in the game industry such as Brain-Up, Texas Hold'em King, Phase 10, Frogger®, Monopoly® Tycoon, Call of Duty®, Chuzzle, Miner 2049er, Breeders' Cup World Championships, World Poker Tour®, the NBA® and NFL®.