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Leading Wireless Mobile Community Portal, MyGamma, To Distribute Greystripe's Free Ad-Supported Mobile Games

Company Joins AdWRAP Catalog Program to Provide myGamma's 1.5 Million Members Access to Hundreds of Mobile Games

SAN FRANCISCO--(BUSINESS WIRE)--Greystripe, the leading mobile in-game advertising network and creator of GameJump.com, the world's largest free, ad-supported mobile game portal, announces that BuzzCity has joined its AdWRAP Catalog Program. BuzzCity, a Red Herring 100 Asia company, is a leading provider of global wireless community services that owns and operates myGamma, an international mobile social community geared towards young adults. It has registered members in Asia, Europe, North & South America, Middle East and Africa.

As a member of Greystripe's AdWRAP Catalog program, BuzzCity now provides its members access to Greystripe's catalog of hundreds of free mobile games. All of Greystripe's games are ad-supported and provide great revenue opportunities for both publishers and catalog partners.

"By joining Greystripe's program we are able to offer myGamma members free and compelling mobile games that appeal to our demographic," said Dr Lai Kok Fung, Chief Executive Officer of BuzzCity. "We are excited to provide myGamma users with cool new applications that give us the ability to increase our value with a profitable advertising revenue source. With over 1.5 million members spanning across 40 countries, we expect to see incredible results."

Greystripe's AdWRAP Catalog currently has more than 350 mobile games from 40 developers with a variety of genres, including casino, puzzle, adventure and shoot 'em up. The games have mass appeal among users worldwide with more than 2 million games already downloaded from the GameJump.com site. Any myGamma user can download the free games at <http://freegames.gamejump.com>

"We are thrilled to have BuzzCity join our AdWRAP Catalog Program to offer ad-supported mobile games to myGamma users," said Alvaro Bravo, vice president of business development for Greystripe. "There is a great overlap between our target audiences, and we expect to see a significant demand for free games from their users, demonstrating real opportunities for third-screen entertainment and advertising."

More information about Greystripe's AdWRAP Catalog program can be found at: <http://www.greystripe.com>

About Greystripe

Greystripe is the world's first ad-supported mobile games and applications distributor. Greystripe's AdWRAP system enables publishers to gain advertising revenue by serving ads through their games, while advertisers reach a new mobile audience and consumers download great games for free. The AdWRAP system currently serves ads into over 350 game titles from 40 publishers supporting 1,000 handset models. Greystripe reaches millions of mobile game players through its online portal GameJump.com, mobile web (<http://gjmp.tw>) and its AdWRAP Catalog Program. Greystripe recently won the Best in Show Overall award at this year's Under the Radar Mobility Conference and was named one of FierceGameBiz's Fierce 15. Visit Greystripe at www.greystripe.com.

About BuzzCity

BuzzCity is a developer of global wireless communities and consumer services. BuzzCity's primary offering is myGamma (<http://mygamma.com>), an international wireless networking community with paid membership. Aimed at young adults worldwide, myGamma provides many avenues for members to interact, broaden their social circles and maintain their mobility. myGamma also provides merchants with a unified platform for content owners & providers to sell their online merchandise. BuzzCity now offers myGamma in 38 countries worldwide covering Asia, Europe, North and South America, Middle East and Africa. Additional information can be found at www.buzzcity.com.

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