

Futuremark Launches Its Business Operations in China

Signed representative agreement with Alliance Digital allows rapid entry to China

Beijing, China – March 20, 2007 – Futuremark Corporation announced today that it has started business operations in the rapidly developing China market. Futuremark signed a representation agreement with Alliance Digital, a leading China business development, sales, and support services firm. Futuremark is the world's leading provider of performance analysis software and services for cell phones, handhelds and PCs. Alliance Digital will provide business development, sales, technical support, and representation services for Futuremark's mobile business customers in China which are comprised of handset manufacturers, ODMs, semiconductor companies, game developers, and network operators.

Futuremark's solutions help the mobile industry companies to optimize handsets' performance and to ensure that they can support the performance requirements of the next generation of games and media-rich applications that will run on tomorrow's handsets. Futuremark's leading products include VGMark™ 1.0, SimulationMark™ ES 2.0, 3DMark@Mobile ES 1.1, 3DMark@Mobile ES 2.0, SPMark@Java JSR 184, SPMark@ for Symbian OS 9, as well as Futuremark's world leading Handheld Benchmark Development Program.

Futuremark has chosen to work with Alliance Digital to accelerate its entry into the China market. "Alliance Digital's end-to-end China market development services allow Futuremark to rapidly and effectively address the growing China market. Alliance Digital has significant experience and demonstrable success in assisting emerging communications technology vendors to enter the China market. As the number of handsets designed and manufactured in China grows, and as handsets continue to develop into more powerful computing devices, we foresee significant opportunities for our growth in the China market," said Petri Talala, Vice President of Mobile Business for Futuremark.

"We are excited to represent Futuremark in the China market. We believe that as the handset market in China and the world grows, and the performance requirements of handsets increase, the Chinese handset manufacturers, ODMs, and network operators will require more accurate performance analysis solutions to ensure that their handsets can support the next generation of games and applications that will be delivered on tomorrow's handsets," said David Sullivan, Managing Director of Alliance Digital.

About Futuremark Corporation

Futuremark Corporation is the leading provider of performance analysis software and services for PCs and smartphones. Futuremark is known around the world for its benchmark products, including the 3DMark and PCMark Series, SPMark and VGMark (with more than 30 million copies distributed worldwide) and value-added services powered by a database of over 13 million real life benchmarking results. Futuremark maintains offices in Saratoga, California and Helsinki, Finland. For more information, please visit <http://www.futuremark.com>.

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About Alliance Digital, Inc.

Alliance Digital provides outsourced China market management, business development, sales, and technical support services to leading technology vendors, with a focus on rapidly and cost-effectively developing market positions, revenues, and partnerships with leading China service providers, networking equipment manufacturers, system integrators, and resellers. Alliance Digital provides services to technology vendors with a focus on communications & networking, software & applications, enterprise infrastructure, and subsystems & components. For more information, contact info@alliance-digital.com or visit www.alliance-digital.com.

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