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PRESS RELEASE

## **Fathammer Co-Publishes Mobile Game Based on 50 Cent's Box Office Smash *Get Rich or Die Tryin'***

### ***Mobile Game Enables Fans to Live the Rags to Riches Story***

**Helsinki, Finland (December 12, 2005)** - Fathammer, a leading publisher of advanced 3D mobile games, and Zingy, the leading mobile media company, have announced their partnership in developing and co-publishing a mobile game based on the movie *Get Rich or Die Tryin'*. Rap artist 50 Cent's new movie launched in the US in November and will be followed up by the European movie release in December. The mobile game will be available on carriers worldwide in January 2006.

"A mobile game is the perfect tool to create and expand on the relationship between the audience and a popular film," says **Matti Airas**, CEO of Fathammer. "We're excited to bring the powerful storyline of *Get Rich or Die Tryin'* to life with interactivity and amazing game play."

"The game, *Get Rich or Die Tryin'*, is made possible through the combination of the exclusive Paramount and 50 Cent licenses already acquired by Zingy," says **Scott Debson**, Zingy's VP of Licensing & Publishing. "Working with Fathammer ensures that these licenses are used to their full potential from concept through to creation - plus fans of 50 Cent and the movie will be ecstatic with the game."

50 Cent makes his big screen debut in the hip-hop drama *Get Rich or Die Tryin'*. The mobile game allows the user to play the role of 50 Cent, leaving his past behind to pursue his true passion, rap music, and make it big in the industry.

#### **About Fathammer**

Fathammer is a leading publisher and distributor of advanced mobile games for multiple platforms and carries a growing portfolio of high quality 3D mobile games. Fathammer is also the developer of the industry proven X-Forge® 3D game engine

and development system. Fathammer is a privately owned company and has offices in Helsinki, Finland, and in Seoul, Korea.

More information can be found at [www.fathammer.com](http://www.fathammer.com)

### **About Zingy**

Founded in 2001, Zingy is the leader in mobile media. The company licenses, publishes and distributes market-leading content, products and services across all major mobile categories including personalization, entertainment, information and community. Innovative services include ringtones and ringbacks, wallpapers, games, celebrity news and photos, maps, local city guides, photo sharing and mobile chat. Zingy provides content management and distribution services to blue-chip partners including carriers and media companies, as well as mobile marketing services to more than 150 leading brands. Based in New York, Zingy has offices in Los Angeles, Mexico City and Montreal. Zingy acquired Vindigo in 2005 and is a subsidiary of For-Side.com. For more information, visit [www.zingy.com](http://www.zingy.com).