

## **Quizpeople Partners with i3 Mobile for Wireless Fun & Games**

*Two-year deal will deliver patented fun & games for mobile systems.*

**Copenhagen, Denmark-** Quizpeople, the leading entertainment portal, has announced that it has partnered with i3 Mobile, Inc. (Nasdaq, IIIM), a leader in innovative wireless media solutions, to offer its popular hit game quizzes to i3 Mobile's distribution network of over 25 wireless network operators and new media distributors.

Quizpeople ([www.quizpeople.com](http://www.quizpeople.com)) features free online games and competitions that allow people to compete for a wide range of prizes, from cars and luxury vacations to this year's grand prize of an island. Through i3 Mobile's distribution network, the services may be made available on phones with 2-way SMS capabilities as well as hdm1 or WAP minibrowsers. Users will request or receive a trivia question with a multiple-choice answer on their phone, and respond with what they believe is the correct answer. Quizpeople will then choose a winner from the pool of correct answers and award the prize.

For Quizpeople, this marks a major step forward in the marketing and sales of the company's entertainment content product. The deal was struck before the recent launch of Quizpeople's new wireless division - G7 Wireless ([www.g7wireless.com](http://www.g7wireless.com)), which in the future will overtake all production, research & development of Quizpeople's digital systems entertainment.

"Working with a company like i3 Mobile is certainly a feather in our cap. They are one of the biggest and best in the USA and are recognized as leaders in providing superior content to their customers. Providing them with our games is an excellent confirmation of the quality and adaptability of our product," said Quizpeople sales manager Thomas Nielsen.

### **About i3 Mobile, Inc.**

i3 Mobile ([www.i3mobile.com](http://www.i3mobile.com)) is a leading provider of wireless media solutions that enable wireless network operators, Web sites and enterprises to extend personalized, location-based information to their customers. As of the end of the third quarter of 2000, i3 Mobile had more than one million users receiving personalized information on mobile phones, pagers, PDAs and other wireless devices. i3 Mobile's services are available to more than 55 percent of the North American market of wireless phone users through relationships with more than 25 leading wireless network operators and new media distributors, including AT&T Wireless, Bell Mobility, Qwest Wireless, Rogers AT&T Wireless and U. S. Cellular. i3 Mobile is included in Upside magazine's "e-business 150" for 2000.

### **About Quizpeople**

Quizpeople is the creative force behind [www.quizpeople.com](http://www.quizpeople.com)-one of the world's most popular entertainment portals. The company also owns and operates several new media service solution domains including; International ITV-providing multimedia production for the Internet, the aforementioned G7 Wireless- digital content developers for mobile and wireless systems and Translate2day- translation services for the new media. All sites are available in 12 different languages throughout Europe and North America with plans calling for their expansion into the Far East, Russia and the remaining European countries in motion.

The Quizpeople portal has made its mark by offering non-stop entertainment, 24 hours a day for outrageous prizes, including this year's grand prize of an island.

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