

For Immediate Release:



Tag Games Signs Platinum Partnership Agreement With Redboss

New Deal Delivers Distribution Throughout Eastern Europe

Dundee, Scotland, July 6th. Tag Games Limited, a new mobile game studio, has signed a 'platinum partnership' agreement with Redboss, giving Tag Games distribution channels in a number of Eastern European territories and access to the company's *Saphira* delivery platform.

As part of the agreement, Redboss gains exclusive distribution rights to Tag Games' innovative mobile games within the Czech Republic and Slovakia.

The first Tag Games title to be distributed by Redboss, is *Dead Water*, an action adventure game set in a sinking ship. Inspired by epic disaster movies such as *The Poseidon Adventure*, *The Abyss* and *Titanic*, the title features a unique game mechanic in which the player must find a way to evade the constantly rising water to survive and escape.

Dead Water is due for worldwide release across a wide range of java-enabled handsets in September 2006.

Tag Games is also working on a number of other innovative new mobile titles, which will be announced in the near future.

Paul Farley, the managing director of Tag Games, said, "We are proud to have been chosen as one of Redboss' first platinum level partners. Redboss are market leaders in a number of significant Eastern European territories and their professionalism combined with their passion and understanding of great games make them ideal partners."

Karel Petrzela, content manager for Redboss agrees, "We believe that this cooperation with Tag Games, one of one of our first platinum partners, will prove to be a key long-term relationship. Redboss are excited by the potential of this partnership which gives us exclusive rights to distribute Tag's innovative games in all of our major territories."

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Notes To Editors:

About Tag Games

Tag Games (www.tag-games.com) is an independent mobile game development studio based in Dundee, Scotland. Formed in 2006 by game industry veterans with a successful track record in both console and mobile game development, Tag Games is focussed upon providing the very highest standards of game-play and mobile entertainment to its customers.

About Redboss

Redboss is a distributor of mobile games, content and services in Czech Republic, Slovakia and other European countries. Services include the official Redboss portal. Redboss develops mobile content delivery platforms for operators, developers, and distributors; DRM solutions, mobile content and mobile services.

For more information visit www.redboss.net

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