



PRESS RELEASE

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GXA Singapore announces Personae Studios and Hubnutz' collaboration to launch games on Apple's iTunes AppStore

Shanghai, 18 July 2008, Games Exchange Alliance (GXA) member, Personae Studios L.L.P. (part of the iPhone Developer Program since 28 May 2008) is pleased to announce two "made in Singapore" games AIR HOCKEY and CARROM, developed for the 11th July 2008 worldwide launch of Apple's iTunes AppStore and available for download in 22 countries. Since the AppStore launch, AIR HOCKEY has made it onto Apple's "Top 25" of high selling titles.

Personae Studios is a Limited Liability Partnership that was formed in October 2007 to try out creative new ways of implementing traditional games into the exciting new mobile gaming space. We are honoured to have these 2 games released in Apple's initial launch of the iTunes AppStore, which solely focuses on games and applications made for the iPhone/iPod Touch. More details and contact information can be found on their website (www.personaestudios.com).

Assisting Personae Studios is fellow GXA member Hubnutz a Singapore Private Limited company, who is excited to be the original art provider for Personae Studios' two iPhone/iPod Touch games. The Hubnutz, patent pending, platform is positioning itself to be the first online 3d production studio supplying on demand content to the game industry. Hubnutz is looking for like minded partners that want to speed the revolution on how graphic content is produced. Hubnutz can be contacted through their website (www.hubnutz.com).

The GXA looks forward to its members such as Personae Studios and Hubnuts planning more strategic collaborations where unique game content and delivery

Games Exchange Alliance, Singapore

c/o 1 Maritime Square, #09-43, HarbourFront Centre, Singapore 099253

Tel: +65 6278 8666 Fax: +65 6278 7158 Email: info@gxa.org.sg Websites: www.gxa.org.sg / www.gxalliance.org



systems are capitalised to bring “made in Singapore” products and services to the market.

“The GXA is keen to help its members promote their success, especially when they partner in collaborative projects such as Personae Studios’ games on iPhone/iPod Touch. Singapore is a destination where innovative game development partnerships can be forged”, said GXA President Aroon Tan.

The GXA is supported by the Infocomm Development Authority and a delegation of Singapore games companies are currently in Shanghai to network with leading China game companies as part of IDA’s Connected Games programme, and participating at the Chinajoy 2008 event. The programme serves to develop Singapore as the leading regional centre for Connected Games content and services – as a hub for development and distribution of games

For media enquiries, please contact

Patricia Loke - GXA Secretariat
Phone: +65 6278 8666
Fax: +65 6278 7158
Email: PatriciaLoke@epc.com.sg

About Games Exchange Alliance, Singapore (GXA)

Games Exchange Alliance, Singapore (GXA) is a trade association in Singapore that represents the entire spectrum of the gaming industry. With more than 30 member companies in the association, GXA is able to establish itself as a one-stop sourcing hub for any company who wishes to know more about the Singapore gaming businesses.

An initiative of the Infocomm Development Authority of Singapore (IDA), GXA can help game companies all over the world cross last-mile commercialisation hurdles to place titles into the hands of Asian gamers. This is in line with Singapore’s intention to be a hub for the creation and commercialisation of digital media and entertainment (DME) technologies. GXA provides market access to over 13 key Asian markets, including China, Thailand, Indonesia, Vietnam, Brunei, India, Philippines, Hong Kong, Taiwan, Japan, Australia, Singapore and Malaysia.