

VPSurf launch real-time gaming on UK's student TV network

February 27th 2007 VPSurf have today launched an interactive football penalty shoot out game called 'Golden Kicks' that will be shown to the UK's university students throughout the Champions League football tournament.

Players use their mobile phones to participate in the game that will be shown on SubTV's network of almost 100 British student union bars. As they take part, text messaging encourages them to visit an advertiser's website or collect promotional material. Results are shown in real time on the screen throughout the contest, which can be played locally in each bar with the players competing against players elsewhere in the network.

The game is branded with an advertiser's logo and imagery, reinforcing the brand at every stage of play. Additional content can be shown in real time, including the results of the competition as well as news and other sports results. So that the game does not interfere with the live football matches, it can be seen as either full or partial screen.

Like the other games in the VPSurf catalogue, this game is multi-platform so it can run on anything from analogue terrestrial TV, digital TV and satellite to Internet and mobile phones. Players can take part in VPSurf's games using a mixture of SMS MMS and IVR. In this case, it is simple and low-cost text messaging suitable for the specific audience.

VPSurf's other games include quizzes, sudoku, poker, traimonds, racing and a number of role play titles. All have been designed to be fully customised, so that unobtrusive branding and advertising messages for any advertiser can be seen throughout. In many cases, the revenue generated by the text messaging participatiocovers the cost of rebranding a game.

George Butler, Director at VPSurf says "The Golden Kicks contest will be the first of our games to run on the SubTV network of student union bars in the UK, reaching up to 1.65 million people each week throughout the Champions League. We're hoping that the combination of an exciting game and entertaining content will prove to be a really winning formula for advertisers who want to engage this audience."

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VPSurf is a media company offering various media applications on multiple-platforms, including TV, mobile and both web and wireless Internet. The applications include interactive participation TV games that can be streamed from the web. All the games are created to your custom specifications and can be branded with corporate identity. VPSurf can also offer Internet security for PC and mobile phones and

content for mobile phones contents. For more information, please contact George Butler, Director: 07917 783690 www.vpsurf.com

SubTV is a broadcast and communication channel available in 97 of the UK's 140 student unions. Its TV screens show either **SubTV** bespoke programming with advertising breaks or terrestrial/satellite TV with a sidebar feature for the advertising message. SubTV have an on-going relationship with each union and the student body, including on-campus teams; their input and participation with the programming and content of the channel is actively welcomed. For more information on SubTV please visit www.sub.tv