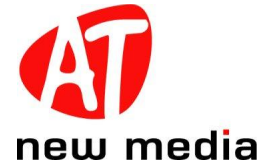


For Immediate Release:



AT New Media Licenses uclick For KooZac

Award-winning internet game to be launched for mobile phones and distributed via network operators

Birmingham, UK and Kansas City, USA (July 9, 2007) Licensing agency AT New Media has brokered a worldwide licensing agreement between mobile games publisher uclick and Ben Cusack, the creator and owner of the award-winning internet game KooZac.

KooZac has been described as 'Tetris Meets Sudoku' and won the 2007 Channel 4 Award for 'Best Interactive Viral'. The game was also a Finalist in the International Mobile Gaming Awards 2007 and has been played to date on the internet by almost half a million unique users.

uclick is a leading publisher of interactive entertainment content, including games, and is headquartered in Kansas City, USA. uclick will develop and publish advanced versions of KooZac to be played on mobile telephones and on 'pay to play' internet games sites.

uclick will make the game available to consumers through its customer distribution channels with an international release of the games in multiple digital formats such as Web, downloadable games and mobile.

Games publishers, website owners and mobile network operators are enjoying rapid growth in the market for 'casual' games, as more people get the habit of playing quick games to entertain themselves for short bursts of time. KooZac is perfect, because it satisfies gamers who like to be tested, but not defeated, by an intriguing puzzle game.

Chris Pizey, Chief Executive Officer of uclick said: "We are very pleased to have secured the licence for KooZac and look forward to creating new versions of the game while meeting the needs of dedicated KooZac fans worldwide."

Ben Cusack, Creator of KooZac, said: "I have been very impressed by uclick, because of their enthusiasm for KooZac and their dynamic approach to marketing games."

Paul Comben, CEO of AT New Media, said "We are very pleased to have negotiated this licensing agreement between uclick and Ben Cusack and very much look forward to the successful extension of the fantastic game of KooZac to new markets and consumers. Next, we are negotiating with potential licensees to launch the game on other platforms, including the leading consoles and handheld games devices."

ENDS

uclick / AT New Media

Notes To Editors:

Website addresses for Each Party:

uclick – www.uclick.com

KooZac – www.koozac.com

AT New Media – www.atnewmedia.com

About uclick

uclick is a leading digital entertainment provider, offering a broad mix of popular products for the Web and mobile phones. The mobile division brings comic books, manga, comic strips, illustration, video and games to mobile consumers worldwide. Their feature lineup includes top brands such as Teenage Mutant Ninja Turtles, Yu-Gi-Oh!, TOKYOPOP, Paul Frank, and many more. uclick's products are available through their flagship consumer brand, GoComics (www.gocomics.com), top U.S. carriers, and leading distributors worldwide. For more information on uclick, visit www.uclick.com.

About Ben Cusack

Ben Cusack is the creator of KooZac and many other viral games and creatives. Ben has worked in the mobile and online creative entertainment sector for 10 years and is a well-respected writer and commentator on the industry.

Why did I create KooZac? – “I was looking to create a dynamic sudoku, mathematic challenging fun game, that could be played across many different platforms.”

What next for KooZac? – “I have a number of variations, levels and challenges that we’ll release to keep the game fresh and fans coming back.”

About AT New Media

AT New Media is a licensing agency and consultancy, offering a comprehensive range of services to brand owners, content providers and merchandise licensees. AT New Media is positioned at the junction where new media meets brand licensing, offering a high level of expertise and experience in some of the most rapidly evolving new interactive platforms including mobile phones, the Internet, Digital interactive TV (DiTV) and videogames. AT New Media achieved worldwide recognition with licensed merchandise for *The Annoying Thing* aka *Crazy Frog*: the first character to emerge from new media into the mainstream.

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