



GOSUB 60 CONVERTS SMALL GAME POINTS TO A BIG DONATION FOR BREAST CANCER RESEARCH

Casual gamers can help contribute \$10,000 to the cause just by playing a game

SANTA MONICA, Calif. – September 27, 2007 – In honor of Breast Cancer Awareness Month, GOSUB 60 today announced a global initiative to donate funds to The Breast Cancer Research Foundation® (BCRF) through Bliss™, the first mobile game integrating cause-related marketing with game play. Throughout the month of October, consumers can easily contribute to breast cancer research by turning 1,000 points obtained in the first level of play into an automatic and effortless \$1.00 donation.

Supporting the fight against breast cancer is simple. Once Bliss players reach certain point milestones, they earn pink ribbon codes and turn them into 5 cent donations by visiting www.blissdonation.com and entering their given codes. During October, GOSUB 60 is increasing the contribution by making the first ribbon code worth \$1.00 to reach the month's goal of \$10,000. The overall Bliss campaign goal is to raise \$25,000, supporting The Breast Cancer Research Foundation's mission of preventing breast cancer and finding a cure in our lifetime by funding clinical and genetic research worldwide.

"We added the Bliss game title to GOSUB 60's product line-up in order to directly interact with the female casual gaming audience that makes up nearly 57 percent of the casual games market and is forecasted to grow even more within the next year. This new initiative gives gamers a new and easy way to do some good during downtime and contribute to a cause close to the hearts of many women," said Josh Hartwell, CEO of GOSUB 60.

Launched in the summer of 2006, Bliss takes players through a series of elegant puzzles and levels in a mesmerizing game of shape and color. Bliss downloads are available with AT&T, Verizon Wireless, Sprint, Alltel and Metro PCS or by visiting www.gosub60.com. For a monthly subscription, the price is approximately \$2.99. For unlimited access, the price is approximately \$6.99. Final price is ultimately determined by the carrier.

About GOSUB 60:

GOSUB 60, headquartered in Santa Monica, California, is an independent innovator, publisher and marketer of mobile entertainment, servicing 36 carrier partners in more than 20 countries. In 2006, GOSUB 60 was named the only non-venture funded independent publisher ranked in the Top Ten Mobile Publishers (M: Metrics). Founded in 2003, GOSUB 60 focuses on creating casual games and is responsible for delivering titles such as Sudoku Deluxe®, Solitaire Deluxe® 12-Pack, Blackjack Cheater® and Curious George® Monkey Fun to the mobile game deck. For more information on GOSUB 60, please visit the Website at www.gosub60.com.

About The Breast Cancer Research Foundation:

The Breast Cancer Research Foundation® was founded in 1993 by Evelyn H. Lauder as an independent, not-for-profit organization dedicated to funding innovative clinical and genetic research. The Foundation supports scientists at top universities and academic medical centers worldwide conducting the most advanced and promising breast cancer research that will help lead to prevention and a cure in our lifetime. A minimum of 85 cents of each dollar donated to the Foundation goes directly to breast cancer research and awareness programs. For more information about BCRF, visit www.bcrfcure.org or call 1.866.FIND.A.CURE.

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