

12th April 2001

PRESS RELEASE

Bits Corp to collaborate with Sun Microsystems on Java™ technology for electronic gaming

Bits Corp Plc ('Bits Corp' or 'the Company'), a leading UK developer of Video games software for major console platforms, today announced that it will participate with a group of expert game developers and technology companies, alongside Sun Microsystems, to define a new Java™ technology based standard for building next generation multi-platform video games and entertainment services.

The collaborative effort is intended to ease and streamline the development and deployment of electronic games across multiple devices. Any technology created by this group of industry experts will evolve through the open Java Community Process™ (JCP) program. Participating companies include BLAM!, FriendlyGiants, Games.Com, GameSpy Industries, Liquid Edge Games, Math Engine, Plazmic, Sega.com, Sony On-Line Entertainment, ShinyThing and Tao Systems.

As the only independent console game developer to have been invited to join the group, Bits Corp will be involved in all aspects of the Expert Group. The Company therefore expects to gain hugely from its participation in terms of gaining insight into future technologies to evolve their 3D Internet tools (Amber Technology) and raising the Company profile with some of the key players within the industry.

Foo Katan, Chief Executive of Bits Corp, said: "We are very pleased to collaborate on development of a new Java technology based standard for electronic gaming and to be recognised as experts in the video-gaming sector. Bits Corp is committed to open standards for game development making it easier to create new games on multiple devices thus reducing the lead-time of a game from concept to product."

Curtis Sasaki, Director of Technology Advocacy at Sun Microsystems said: "Sun Microsystems is committed to extending the robust, cross platform capabilities of Java technology to the electronic gaming market. By leveraging the widespread use of Java technology, game developers can accelerate the delivery of compelling, innovative entertainment services across a myriad of media-capable devices."

www.bitscorp.com

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