

Playwize PLC
13 October 2006

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PLAYWIZE PLC
('Playwize' or the 'Company')

Agreement with Double Fusion

The Board of Playwize, the AIM quoted developer of software for the entertainment industry, is pleased to announce that it has signed an agreement with leading independent in-game advertising company Double Fusion Inc ('Double Fusion'). As a result Double Fusion will place advertising into Playwize's new PC game, Playwize Poker and online game Pokerwize (the 'Game').

The agreement will serve to enhance gamers' experience by making the 3-D environments, in which Game users play the Game, more authentic through the integration of brands from the real world. Players can customise their on-screen personas from a selection of different player models and outfits.

Playwize plans to generate awareness of the game's launch through a structured roll-out programme in conjunction with a number of media outlets.

Foo Katan, CEO of Playwize, said: 'With Playwize, we have sought to create a life-like poker room environment. Double Fusion's understanding of the gamer experience will extend the game's realism further and improve the Pokerwize experience. The agreement will also generate incremental revenue.'

- Ends -

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