



**FOR IMMEDIATE RELEASE**

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## Gameloft Partners with Skee-Ball Inc. to Launch Skee-Ball for Mobile Phones

### *A Classic Gaming Experience Comes to Mobile Gamers*

NEW YORK- Gameloft, a leading developer and publisher of downloadable video games, announced today an exclusive multi-year licensing agreement with Skee-Ball Inc. to develop, publish and distribute mobile games based on the classic American bowling game of Skee-Ball.

“The game of Skee-Ball has entertained countless generations with its simple yet fun premise,” said Baudouin Corman, vice- president of publishing, Americas, Gameloft. “With this new partnership, Gameloft will bring this thrilling arcade experience to a new platform, where fans can play Skee-Ball wherever and whenever they please.”

“Gameloft is well known for high quality mass market games,” said Joseph W. Sladek, CEO, Skee-Ball, Inc. “There are a lot of versions of Skee-Ball on the market and I can say with confidence that Gameloft has developed one of the best by combining rich graphics with innovative gameplay.”

The mobile game will feature three modes and multiple tournaments that take place throughout the country. By winning championships, players can unlock new modes and content. Battle mode will enable up to four players to play against each other on the same device.

Skee-Ball the mobile game will be available January 2011.

## About Gameloft

Gameloft is the worldwide leader in developing and publishing downloadable video games. Gameloft is now positioned, after 10 years, as one of the most innovative companies in its field. The company designs games for mobile phones, smartphones, iPhone, iPod touch and iPad for which the number of units should exceed four billion in 2012. As a pioneer in the new downloadable game console market, Gameloft publishes games for WiiWare, DSiWare, Microsoft Xbox LIVE Arcade and PlayStation Network. Partnership agreements with major licensors allow Gameloft to associate the strongest international brands with such games as *Uno*, *Ferrari*, *Shrek*, *CSI*, *Iron Man*, *Spiderman* and *Sonic*. The company also has its own brand portfolio with established franchises such as *Real Football*, *Asphalt* and *Cerebral Challenge*. Gameloft has locations on all continents, distributes its games in 100 countries and has its own production studios with over 3,500 developers. Gameloft is listed on the Paris Stock Exchange (ISIN: FR0000079600, Bloomberg: GFT FP, Reuters: GLFT.PA).

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