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## Zeebo to Debut in Mexico in 2009

*Telcel to provide service for 3G wireless casual gaming, entertainment and education platform*

MEXICO CITY – August 25, 2009 – Zeebo, Inc., today announced that it will debut its new 3G-connected gaming, entertainment and education platform, also known as Zeebo, in Mexico later this year. The Company initially planned to bring the Zeebo system to Mexico in 2010, but following a successful launch in June in Brazil, as well as the completion of a memorandum of understanding (MOU) with Telcel, the product will hit store shelves at a variety of retail stores throughout the country in time for Christmas 2009 and Epiphany Day in January.

“We are proud to confirm that Zeebo will be available throughout Mexico later this year,” said John F. Rizzo, president & CEO, Zeebo, Inc. “Zeebo will provide consumers with culturally-relevant entertainment, web access and branded content in the comfort of their living rooms. Just plug the Zeebo into any television and its ready to go, giving kids, teens and entire families an amp’d up casual platform that will deliver hours of fun and learning.”

Zeebo is the first 3G wireless system to provide convenient and compelling digital gaming, entertainment and educational content as well as Internet connectivity for consumers in Mexico. Telcel will provide the 3G broadband wireless cellular service for the system, however there will be no additional service plan required. Content delivery and UI system updates occur over-the-air and are completely transparent to the end user. The consumer simply connects the Zeebo to their television set and the system automatically connects to the ZeeboNet Wireless Network.

Zeebo, Inc. also works with local partners to co-brand, market, sell and in some cases manufacture the Zeebo system in target countries. The platform fosters the development and monetization of local content by preventing piracy through secure wireless, over-the-air delivery. In support of Zeebo’s initial launch in Brazil, leading content publishers and developers, including Activision, Capcom, Com2uS, Digital Chocolate, EA Mobile, Gameloft, Gamevil, Glu, Id Software, Machineworks Northwest LLC, Namco Networks, PopCap Games and THQ, have developed a wide array titles for the Zeebo platform. In addition to gaming, the system will feature other interactive entertainment and educational content as well as connectivity to the Internet and popular social networking sites.

### **ABOUT ZEEBO**

Zeebo, Inc. a closely held company based in San Diego, California, has developed the Zeebo, a wireless system to deliver gaming, digital entertainment and education to the next billion consumers in emerging global markets. Primary shareholders in Zeebo include wireless technology leader Qualcomm and Tectoy SA, which pioneered the introduction of digital gaming in Brazil.

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