



For Immediate Release

ZEEMOTE LAUNCHES FIRST AND ONLY COMPACT WIRELESS GAME CONTROLLER FOR MOBILE DEVICES

Innovative Controller Extends Console Game Experience to Mobile Gamers, Operators and Developers

Mobile World Congress, Barcelona, Spain—February 11, 2008—Zeemote, Inc. (<http://www.zeemote.com/>), the creator of intuitive user interface technologies, today announced the launch of the patented Zeemote JS1, a wireless controller that enables near-console game play on mobile phones. While expanding the mobile entertainment experience for consumers, the Zeemote JS1 controller provides operators with an opportunity to increase their revenue and enables developers to create more sophisticated, engaging games.

The \$38B video gaming market thrives today due to innovative input devices*. Created by the team that developed the first force feedback joystick for PC gaming, the Zeemote JS1 controller brings mobile gaming to a fun, fast and interactive level. Small, responsive, ergonomic and wireless, the Zeemote JS1 controller is new, first and unique.

“Developers, operators, and gamers tell us the Zeemote JS1 controller is what they’ve been waiting for to unleash the real potential of mobile gaming,” said Beth Marcus, CEO, Zeemote, Inc. “We’re already in discussions with a number of operators and manufacturers regarding bundling the controller with games and handsets.”

At the recent Mobile Games Forum 2008 in London, Mike Yuen, senior director of the gaming group for Qualcomm, commented, “The Zeemote JS1 is one of the most innovative devices to come along for mobile gaming, as it greatly helps improve game playability on mobile phones versus traditional d-pads. I look forward to the commercial launch of the product later this year.”

Measuring a snug 95x35x20mm/3.7x1.4x0.8in and weighing only 47g/1.7oz (including batteries), the Zeemote JS1 controller sits perfectly in the hand and is ergonomically designed for optimised comfort. With a thumbstick and four assignable trigger buttons, the JS1 controller offers real analogue control enabling users to truly engage with mobile games.

Recognising the large market potential, major game developers and publishers including Eidos™, Finblade, Fishlabs and SEGA® of America, Inc., have already adapted popular games such as Lara Croft Tomb Raider™, Helistrike 3D and Sonic The Hedgehog® to utilize the new technology**. Finblade has even created Fireworks, the first 2-player game specifically designed for use with Zeemote JS1 controllers. More information about the Zeemote JS1 controller is available at <http://www.zeemote.com/>.

Founded in 2005, Zeemote recently closed a \$7million B-round of funding led by mobile specialist firm Nauta Capital, together with prior round investor Commonwealth Capital Ventures and joined by Egan-Managed Capital of Boston. The company’s patented Zeemote™ technologies are available to hardware makers or software developers through licensing agreements.

Zeemote is also proud to announce that the company has been selected as one of two finalists in the True Mobile Start-up category in the 2008 GSMA Mobile Innovation Global Awards, sponsored by Ericsson. One finalist from each of the five categories and one overall winner will be selected and announced in Barcelona on February 12.

Zeemote, Inc. is attending the ShowStoppers® media event on Sunday February 10th, 18:00 to 21:00 and is also available for meetings and demonstrations at its stand during Mobile World Congress, located at Hall 7, IZ 24. To arrange a meeting please contact Sarah Bedwell or Andrew Durkin, contact details below.

*Source: PWC Global Entertainment & Media Outlook 2007-2011

**Lara Croft and Tomb Raider are Trademarks of Eidos Interactive Limited.

About Zeemote

Zeemote, Inc. makes intelligent wireless controllers for mobile devices. Our first product, the patented Zeemote JS1 controller, is the first and only wireless controller for mobile gaming. Small, fast, ergonomic, and wireless, the Zeemote controller creates a near console game playing experience with true analogue thumbstick control. Recognizing the large market potential, major game developers and publishers including Eidos, Finblade, Fishlabs and SEGA® of America have already adapted popular games such as Lara Croft Tomb Raider, HeliStrike 3D and Sonic the Hedgehog to be “Zeemote Ready”. Zeemote was founded in 2005 by Beth Marcus, Ph.D. the creator of the first force feedback joystick for PC games, and is based in Bedford, MA.

Lara Croft and Tomb Raider are Trademarks of Eidos Interactive Limited.

For further information or to arrange to a media briefing @ MWC please contact:

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