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**EXENT SELECTED TO LEAD EUROPEAN UNION'S GAMES@LARGE
INITIATIVE OF PLATFORM ENABLEMENT GAME TECHNOLOGIES**

SAN FRANCISCO – November 7, 2006 - The European Union's Sixth Framework Program (FP6) Games@Large initiative will be led by Exent Technologies, the global market leader in broadband-based solutions for the monetization of PC and video games. Games@Large is focused on enabling consumer electronics platforms and devices to be video game ready. Thus, European consumer electronics companies will be able to position themselves in the video gaming space.

Platform enablement technologies make it possible for video games to run on consumer electronics devices they were not originally designed to run on. The Games@Large initiative will enable consumers to play video games at any location on multiple devices, including set-top boxes, next-generation TVs, media extenders and handheld devices.

Exent will head a consortium of 15 global organizations, including Philips Electronics, Atmel, Portugal Telecom and Fraunhofer Institute. The Games@Large initiative will span four years of research, development and implementation of platform enablement game technologies, with an investment of €16M.

"Games@Large will enable companies from member countries to leap ahead of the field in game technology," said Zvi Levgoren, CEO, Exent. "We view this as an excellent opportunity to significantly impact the market by revolutionizing the way video games are consumed, enabling ubiquitous game-play and opening the market to additional consumer electronics manufacturers."

The overall video game market is expected to reach \$46 billion in 2010 from \$27 billion in 2005, according to a recent PricewaterhouseCoopers report. With the "digital living room" on the rise, Games@Large and its platform enablement innovation will open new areas of economic opportunities in the game and entertainment market for companies of several areas. Consumer electronic manufacturers will be able to launch significantly cheaper, as compared to game consoles, devices to serve as game platforms, and to play a significant role in this arena. In addition, service providers and game publishers can use the technology to create new channels for end users to access game titles.

Consortium members:

Fraunhofer Gesellschaft zur Foerderung der angewandten Forschung e.V, Germany; Philips Electronics Nederland B.V, The Netherlands; Philips Consumer Electronics B.V, The Netherlands; VTT Technical Research Centre, Finland; Research Academic Computer Technology Institute, Greece; Deuromedia Technologies Entwicklungs und Vertriebs GmbH, Austria; ATMEL Hellas S.A, Greece; University of Genoa, Italy; Eindhoven University of Technology, The Netherlands; Goldsmiths College, UK; Amal Me'ever U'me'al, Israel; Portugal Telecom Inovacao, Portugal; Mentelecale Sr , Italy; GHM Gesthotel Danshir EURL, France

About the European Union's Sixth Framework Programme for Research and Technological Development (FP6)

The EU Framework Programme 6 (FP6) has two main strategic objectives: Strengthening the scientific and technological bases of industry and encouraging its international competitiveness while promoting research activities in support of other EU policies. FP6 is focused on a number of thematic priorities, including Information Society Technologies.

EU FP6 website: <http://cordis.europa.eu/fp6>

About Exent Technologies

Exent is the leading global market solutions provider for broadband-based monetization of PC and video games. Exent delivers technologies and products for game publishers, broadband service providers, advertising agencies, consumer electronics manufacturers, media companies, brand owners, consumer portals, retailers and others.

Exent's product line supports multiple solutions, including digital distribution of video games, cross-platform enablers, in-game advertising and community building solutions. Exent's digital distribution solutions supports both 2' and 10' environment and all standard business models - ad-based, purchase, subscription, rental, and try-before-you-buy, utilizing its leading streaming and DRM platform.

Among the companies using Exent's technologies and services are Comcast, Verizon, Intel, Turner Broadcasting, Bell Canada, RCN, Telefonica, Deutsche Telekom, France Telecom, Portugal Telecom, KPN, Telstra and others.

Exent's major shareholders include Intel Capital, Cisco, Time Warner, Comcast, New Enterprise Associates, Concord Ventures, Avansis and Geysler.

For more information please visit www.exent.com.