

**SkillJam Technologies and AIR Media partner to extend the SkillJam Tournament Gaming Network to Mobile Gamers Worldwide**

*- Expanding Suite of SkillJam Tournament Games will reach millions of mobile subscribers -*

San Francisco October 12, 2004 -- SkillJam Technologies, the leading provider of skill gaming on the Internet and San Francisco-based AIR Media Inc., announced an exclusive multi-year partnership to extend the SkillJam tournament gaming network to mobile phones on leading mobile carrier networks worldwide. SkillJam Technologies powers skill gaming for more than 5 million members and currently offers more games of skill than any other company. SkillJam dominates the growing online skilled gaming space as the leading brand and is visited by over 2 million unique visitors each month. The partnership with AIR Media Inc. will extend the SkillJam brand and its growing tournament gaming community to millions of mobile subscribers worldwide.

SkillJam Technologies' gaming solutions range from casual classic games, such as Blackjack Solitaire, to popular online games like Hextwist and Memory Match. Carriers can offer their subscribers SkillJam Mobile tournament gaming for prize redemption of accumulated SkillJam points. SkillJam current online distribution partners include MSN, Disney and iVillage, and with this partnership, SkillJam subscribers will soon have access to their favorite SkillJam tournament games from their mobile phones and game play from a wide range of mobile devices across all leading mobile operator networks.

SkillJam Technologies CEO, Justin Beckett said "We are extremely excited to enter this partnership with AIR Media to extend our SkillJam tournament gaming network to millions of mobile subscribers and leading carrier networks". Beckett added "Our partnership with AIR enables the fastest time to market, rapid deployment of new features and reach to the largest number of handsets across all mobile networks".

Don Harris, President of AIR Media, said "The SkillJam tournament gaming network is certain to be a big hit with mobile gamers. Subscribers will compete in tournaments with other players on mobile handsets across leading mobile networks. We are excited to enter this partnership with SkillJam Technologies and take the leading skill gaming network to mobile gamers".

Skill games are one of the fastest growing forms of online entertainment today. Players select their skill game of choice and the player who earns the highest score in the tournament wins a prize. SkillJam tournaments are available 24 hours a day, 7 days a week.

#### About SkillJam Technologies

SkillJam is a SkillJam Technologies property. SkillJam is one of the Internet's leading providers of online fee-based gaming solutions which include pay-per-play and subscription-based gaming products such as leagues, ladders, and tournaments and fee-based downloadable deluxe games. SkillJam Technologies distributes games and game-related solutions to a wide variety of high traffic distribution partners.

About AIR Media Inc.

San Francisco based AIR Media Inc. is a provider of mobile technology to extend brands and businesses to the mobile marketplace. AIR Media Inc. is a registered Qualcomm BREW™ and Sun Microsystems Java developer and is located at 600 Townsend Street, San Francisco, CA 94103 and on the Internet at [www.airmedia-inc.com](http://www.airmedia-inc.com).

AIR Media Inc. contacts:

Public Relations at AIR Media Inc.

Phone 650-283-4344

E-mail: [pr@airmedia-inc.com](mailto:pr@airmedia-inc.com)

SkillJam Technologies Inc. contacts:

Justin Beckett

323-658-5044

[justin@gameuniverse.com](mailto:justin@gameuniverse.com)