



Qeep 1.80 comes with Crazy 8's & new features for users and advertisers

Cologne, 31.03.2009 – Today qeep released version 1.80 with many new updates, including added features for users and advertising partners. With Crazy 8's, the new multiplayer-game from qeep, the wide-ranging games section is now equipped with a card game. Crazy 8's offers a fun and exciting timeout for anyone on the go or with some free time on their hands. The developers of Crazy 8's stuck to their same proven success-recipe as with the other qeep games – easy to learn, entertaining and multiplayer possible.

The new version of qeep with Crazy 8's included is free and can be downloaded directly to mobile phones at wap.qeep.net. Existing users can download the new version directly within qeep. Waiting and ready to play a game of Crazy 8's are over 1,300,000 qeepers; 30% more than in February of this year.

It is not just the mobile community who benefit from the strong user growth that qeep is experiencing. With over 180 million mobile page impressions every month, advertising partners are also benefiting. Besides already being able to show their banners, advertisers can also now use text to advertise on qeep. Both banner and text ads are promised to reach the desired target groups of advertisers due to the extensive targeting and selection criteria offered to qeep's advertising partners.

About qeep

Qeep is produced and distributed by BLUE LION mobile GmbH, a privately held company founded in 2006 by former executives of T-Mobile International and Nintendo. Based in Cologne, Germany, BLUE LION mobile GmbH is a pioneer in the field of interactive mobile applications. For more information about qeep and BLUE LION mobile, visit www.qeep.net and www.bluelionmobile.com. To download qeep on your mobile please visit wap.qeep.net.

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