

Breakpoint brand in MNI Premium

As of May 21st, MNI Premium has acquired 100% of Breakpoint shares. On account of this agreement, Breakpoint as a well-known brand of high-quality mobile games will, from now on, be further developed by MNI Premium.

MNI Premium, part of MNI SA, focuses on telecommunication services for the media industry in Poland. It covers almost 30% of premium rate services in the Polish market and offers multimedia and 3G expertise. In line with its plans to expand in Europe, MNI Premium's acquisition of Breakpoint and MoCoHub (a Polish content aggregator taken over in April) will strengthen its position in the mobile content sector.

"The creative and sales capabilities of Breakpoint and MoCoHub will serve to broaden the international scope of MNI Premium and enhance its content portfolio," comments Anna Wawrzynowicz, Sales Director of MNI Premium. *"The Breakpoint brand will continue to create top-class Java games and offer advergaming and porting services."*

Thanks to the financial and technological support of MNI Premium, Breakpoint's branded mobile games will expand in the international market with a special focus on Central Europe. Current partners of Breakpoint will now be able to access a richer content and services portfolio - mobile applications, premium rate and multimedia services will now be offered alongside mobile games.

Due for release in the second half of this year, upcoming license-based games - such as The Witcher, Footbag Freestyle and Yamakasi Masters - are proof of Breakpoint's constant commitment to its core merit - enhancing the quality of mobile gaming.

MNI Premium, part of MNI SA (WAR: MNI), offers a broad range of multimedia services for the media and telecommunications market. Thanks to experience gained since 1995, the company offers reliable premium rate (IVR, SMS, MMS, WAP) and telemarketing services as well as advanced solutions based on 3G telephony. Mobile and internet technology also aids marketing campaigns, prepared for the biggest FMCG firms. MNI Premium carries out projects for such clients as MTV, Polish public TV and radio, mobile operators, Tesco and Henkel.

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