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Indie Developer Consulting

Representing:

ODD1

C.A. Mobile

PRESS ANNOUNCEMENT

FEBRUARY 2010

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Bingo Derby (BETA) Available On Facebook

Like To Bet? Let The Games Begin!

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Montreal, February 15, 2010 : *Bingo Derby* for Facebook is a true multiplayer game of chance that bingo buffs will enjoy as much as horse race enthusiasts. The goal is to bet your virtual money – at the right moment – on bingo cards whose rates change over the course of the round. Inspired as well by *pachinko*, a very popular game in Japan, *Bingo Derby* definitely has multiple facets to discover.

Bingo Derby becomes even more fun when you play with your Facebook friends. Encourage them to make risky bets... or have the last laugh by cashing in on a big bet!

The game is developed by C.A. Mobile, a Japanese company that specializes in the mobile industry and media integration. In order to break into the North American video game market, this Japanese company formed a partnership with ODD1 to help them launch a beta version of *Bingo Derby*, as well as to offer customer service and technical support.

This C.A.Mobile/ODD1 partnership will allow for the establishment of a long-term exploitation plan for *Bingo Derby*. Numerous updates are already planned, always aiming to adapt the game as best as possible to the North American market.

To try the BETA version of *Bingo Derby*.

<http://apps.facebook.com/bingoderby/>

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To access the Facebook page:

<http://www.facebook.com/profile.php?ref=profile&id=783370455#!/apps/application.php?id=238752363844&ref=mf>

About C.A. Mobile, Ltd.

C.A. Mobile, Ltd is a Tokyo, Japan based comprehensive mobile service provider, positioning mobile advertising, mobile content provider business and mobile commerce business as a principal revenue source and one of the leading mobile service provider in Japan. C.A. Mobile operates mobile sites and mobile commerce sites in a variety of categories such as news, games, entertainment and so on. Also acting as a mobile advertising agency and representative to sell mobile media ad spots in Japan. More details at

<http://www.camobile.com/bdv/bingoderby/index.html>

<http://www.camobile.com/en/index.html>

About ODD1

ODD1 is a Montreal-based video game developer fueled by the ever-growing world of casual games and digital distribution. Their talented team is developing Web/Flash, PC/MAC, iPhone and Facebook games for companies like Marvel, Addicting Games and PBS in the United States, Gaumont Alphanim, Jaludo Group and Mystic Box in Europe, Tribal Nova, Salambo Productions (Têtes à claques) and Muse Entertainment in Canada. ODD1's experience covers a wide range of casual games for kids, teenagers and adults.

More details at www.odd1.net.

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