



NEWS RELEASE

Blister Licenses NAVTEQ Maps To Enable Company's Location-Based Entertainment Products

January 25, 2005, Calgary, Alberta, Canada – Blister Entertainment Inc. (a division of KnowledgeWhere Corp.) has signed a licensing agreement with NAVTEQ to use NAVTEQ™ maps within Blister's location based entertainment products. The agreement makes possible the use of NAVTEQ maps of North America in all of Blister's location based entertainment products developed in the next three years.

"We're excited about our agreement with NAVTEQ because their data adds value to our location based entertainment products," said Paul Poutanen, President of Blister Entertainment. "We see this relationship as a sign of bigger things to come in location based services."

NAVTEQ's George Filley, Vice President and General Manager, North American Internet and Wireless Business Unit said, "The marriage of wireless entertainment and location promises to bring exciting new services to wireless consumers and significant opportunities for annuity revenues for wireless carriers. We expect to see Blister playing a key role going forward in bringing innovative solutions to the mobile consumer. "

Blister Entertainment burst onto the wireless entertainment scene this summer when it turned the world into a virtual ocean and cell phones into fishing rods with the launch of "*Swordfish*", North America's first GPS-based cell phone game. Available on Bell Mobility's network across Canada, *Swordfish* uses satellite technology and KnowledgeWhere's proprietary Location Application Platform to scan for and locate virtual schools of swordfish. Players become part of the game and must move to where the fish are located. Then using their cell phone like a fishing rod, they try to hook and land the big one, and compete with other players to make the national high score leader board.

About NAVTEQ

NAVTEQ is a leading provider of comprehensive digital map information for automotive navigation systems, mobile navigation devices and Internet-based mapping applications. NAVTEQ creates the digital maps and map content that power navigation and location-based services solutions around the world. The Chicago-based company was founded in 1985 and has approximately 1,500 employees located in over 100 offices in 20 countries. For more information please visit www.navteq.com.

About Blister/KnowledgeWhere

Blister is licensing and publishing mobile location-based games and entertainment products to wireless carriers around the world and is currently in discussions with major mobile operators and game and entertainment companies in Asia, Europe and North America.

Blister is a division of KnowledgeWhere Corp. – a leading provider of world-class location-based products and the creator of the world's first wireless technology platform called the Location Application Platform. Calgary, Alberta-based KnowledgeWhere develops location-enabling tools, products, and services for the fast-growing mobile entertainment industry.

Please visit www.blisterent.com or www.knowledgewhere.ca for more information.

- 30 -

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