



BLISTER IS FUN KNOWLEDGEWHERE IS POWER



Stephen Nykolyn
VP Marketing, Blister Entertainment
stephen.nykolyn@blisterent.com

"Mobile entertainment is huge. It's projected to generate \$27 billion USD globally by 2008. But users are not just talking and sending text messages. They're playing games. They're loving it. And they want more. According to the latest research, mobile entertainment will attract nearly 2.5 billion users in the next five years. And they'll boost mobile gaming revenues from 1.1 billion USD to \$8.4 billion USD by 2008. The market is so vast, growing so rapidly, that even the most conservative estimates suggest astonishing opportunity. Blister Entertainment, a subsidiary of KnowledgeWhere Corp. is already exploiting that opportunity. We invite you to join us."



Jim George
Chairman & CEO, Blister Entertainment
Founder & CEO, KnowledgeWhere Corp.
jim.george@blisterent.com

"KnowledgeWhere develops location-based entertainment products. We license and market them through Blister. Specifically what KnowledgeWhere does is unique. Our expertise supports the delivery of location-based entertainment applications and services. For example, we created the Location Application Platform, or LAP. It's the first, and so far only, technology of its kind in the world. It allows mobile users to fully enjoy the location technology built into their phones. And it allows mobile operators to take full advantage of their data-traffic capability, offer location-based entertainment, and boost revenues in the process. In short, Blister is fun, KnowledgeWhere is power."



Paul Poutanen
President, Blister Entertainment
paul.poutanen@blisterent.com

"Until now, 'interactive' was one dimensional. Blister is making interactive truly *active*. We started with *Swordfish* - the first location-based game available in North America. Launched on the Bell Mobility wireless network, it's now available to millions of subscribers nationwide. It turns your cell phone into a fishing rod, and all of Canada into an ocean. You locate schools of fish, move within range, cast out your virtual line, and try to land a whopper. There's sound, motion, and vivid graphics. It's challenging. It's exciting. It's even competitive. You can pit yourself against other anglers across the country. *Swordfish* is just one of more than 100 location-based entertainment applications we're creating at Blister. Other subjects include fitness, fantasy/simulation, sports, puzzles, trading, blogging and marketing."



If you're a mobile operator interested in distributing our location-based games, if you have branded content that you want to extend through a location-based game, or if you're a game developer seeking to location-enable your games, let's talk. 403 829-0098 info@blisterent.com www.blisterent.com