

NEWS ALERT

OpenMarket Enables New In-App Billing Solution for Digital Chocolate's Social Games on 3UK

Three-way partnership between OpenMarket, GlobalCharge and Digital Chocolate enables operator in-app billing for games and apps embedded on 3UK handsets

28TH June 2011 OpenMarket, the UK's leading mobile transaction hub, has partnered with micro-billing provider GlobalCharge, to develop a new breed of in-app billing services for Digital Chocolate, the specialist mobile and social games developer, led by Trip Hawkins, founder of EA Games.

The strategic partnership has developed an in-app billing solution with solid customer focused functionality, enabling customers on 3UK's network to bill the cost of social game-play to their mobile phone pre or post-pay account. The first game in Digital Chocolate's social games inventory to benefit from this billing feature is Millionaire City, which is embedded on new 3UK handsets.

Andrew Darling, Associate Director of Marketing, OpenMarket, commented: "This is a significant development for both 3UK and for application providers. It enables a simple, quick and consumer-friendly way to monetise a new genre of social games. OpenMarket and GlobalCharge have developed a best of breed payment solution that is tailored to the new social game and app formats which are becoming more prevalent."

Rob Stevenson, Sales Director UK and ROI, Digital Chocolate, said: "This is a milestone moment for Digital Chocolate in embedding this game onto handsets. We're one of the leaders in innovation and socially connected games. Being able to work with this technical and commercial solution with one of our key operator partners, such as 3UK, is exciting. "

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For further information, interviews or photography please contact:

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About OpenMarket

OpenMarket, a division of Amdocs, is a leading global mobile transaction hub. OpenMarket provides a comprehensive set of payments, messaging and emerging services to enterprises, merchants and developers. From the largest consumer brands to the smallest business ventures, OpenMarket empowers companies to monetize their services, expand their marketing initiatives and strengthen customer relationships by leveraging the mobile channel. OpenMarket provides the most reliable cross-channel, cross-network platform with extensive mobile operator connections globally. For more information, please visit www.openmarket.com.

About Digital Chocolate

[Digital Chocolate](#) has rapidly emerged as a leader in new digital media and social games. Best known for [Millionaire City](#), [Zombie Lane](#), [Army Attack](#), [Rollercoaster Rush](#) and [Tower Bloxx](#), Digital Chocolate led all software companies in [App Store](#) downloads in 2009 and in 2010 was one of the fastest-growing publishers of [Facebook](#) social games with virtual goods. Focused on original brands and technology for a wide variety of platforms, the company has made over 100 different award-winning games and works with 200 leading web and mobile channel partners in 80 countries. Digital Chocolate has operations in San Mateo, Helsinki, Barcelona, Bangalore, and Mexico.

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About GlobalCharge

GlobalCharge is a leading micro-payment specialist enabling users all over the world to purchase goods and services through their mobile phone account. The GlobalCharge platform provides a comprehensive monetisation solution for merchants and developers looking to charge for apps and digital online goods. Based in London, GlobalCharge is active in 72 countries and can reach over 2 billion users through a network of over 200 carriers. GlobalCharge's products and services offer security, convenience and ease of use to users and clients alike. For more information please visit www.globalcharge.com

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