

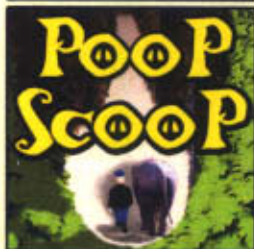
Distinctive Developments

3GSM 2005

Distinctive Developments Limited



Distinctive Developments Ltd have been developing video games since 1994. In early 2001 the company restructured to focus their efforts entirely on wireless games. Distinctive recognised the huge potential of the mobile games market and believes that it's past games development experience enables them to bring the very best entertainment to mobile users.



Their first title for mobile was the classic arcade game 'Space Invaders' that was completed in late 2001. Since then they have gone from strength to strength, developing one of the best selling mobile games to date; FIFA Football for Electronic Arts*, which has sold well over a million units.

More recently, Distinctive have released Michael Vaughan International Cricket* and their own, self funded, title 3D Pool. Both of these titles achieved a number 1 position in the Vodafone games chart and 3D Pool was officially the 2nd best selling mobile game in the month of October in the UK.

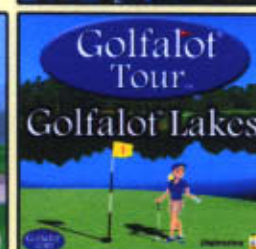
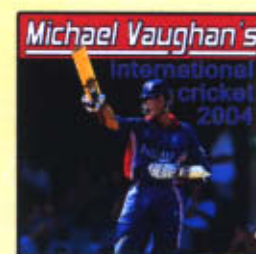
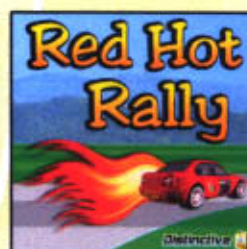
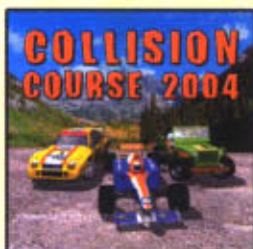
Distinctive understand what makes a game great, they have the expertise and experience to translate that into a highly polished title.

But its not just commercial success that Distinctive achieved.

Last year their FIFA Football 2004 game was nominated for a BAFTA award and this year sees another nomination for their 3D Pool game.

Distinctive has a wealth of experience in a number of key areas. They understand what makes a great game, they have the knowledge to translate that into a highly polished product and they understand the issues related to developing branded games.

* All brands are registered trademarks of their respective owners.



Distinctive Developments Ltd
Sheffield Technology Parks
Arundel Street
Sheffield
S1 2NS
UK

Distinctive
Developments Limited

Tel: +44 (0)114 281 2208
Fax: +44 (0)114 281 2207

E-mail: info@distdevs.co.uk
Web: www.distdevs.co.uk

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