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### Dynamo Games Use Vowel Language

*Countdown*, the hugely popular TV programme, which challenges contestants to create words and solve mathematical problems, is making its exclusive debut on mobile phones, following a deal between Dynamo Games, one of the UK's leading mobile games studios, and Granada Ventures, licensor of *Countdown*.

The new *Countdown* mobile game recreates all of the challenges and puzzles of its famous TV counterpart. Players must make the longest possible words from collections of vowels and consonants, as well as create specific sums from strings of random numbers.

Players must complete these challenges against the famous *Countdown* clock, which gives them only 30 seconds to marshal their mental skills and create the most protracted, lengthy or polysyllabic words they can possibly engender.

Dynamo Games has launched [www.dynamogames.com/countdown](http://www.dynamogames.com/countdown) where viewers, contestants, gamers and mobile owners can find out more about the game, the phones it will work on and download it directly to their mobile. In addition there is a selection of *Countdown* wallpapers, ringtones – including the *Countdown* clock – and themes which can be used to spruce up, alter, change, beautify and bedeck mobile phones.

“*Countdown* is far more than a gameshow,” says Brian McNicoll, the managing director of Dynamo Games. “It's an institution, which is loved by millions of people of all ages and from all walks of life. The show's combination of word and maths puzzles allows everyone, of every ability to take part and makes it the perfect programme to bring to mobile phones.”

*Countdown* has been on the air since 1982, when it became the first programme ever shown on the new Channel 4. Since then the famous *Countdown* clock music has been played over 27,000 times. In 2003, the show was voted Channel 4's best show ever, by a poll in the Radio Times and in 2004, the House of Commons, held a reception to honour *Countdown's* contribution to literacy and numeracy in the United Kingdom.

“Puzzle and quiz games are one of the most popular types of game on mobile handsets,” says McNicoll. Titles offering Sudoku word puzzles and 'brain training' puzzles have proven very popular with phone owners all around the world. With *Countdown's* simple, accessible gameplay, combination of word and number challenges and the show's fantastic reputation and credibility, we're looking forward to bringing it to mobile users throughout the UK and Ireland.”

Gerry Donahoe, Managing Director, Granada Ventures], said, “*Countdown* has been running for almost twenty five years and is one of the UK's most popular and widely loved

quiz programmes. Bringing the show's combination of word and number puzzles to mobile phones will allow existing viewers and fans to enjoy it in an entirely new way, as well as allowing new players to discover and enjoy the *Countdown* experience. Dynamo have succeeded in capturing the simplicity and appeal of the show in the new mobile game bringing the *Countdown* experience to a whole new generation.”

The *Countdown* mobile game will be launched in early December 2006 and will support all of the most popular handsets from the major mobile phone manufacturers. The game will be made available through all of the major UK mobile phone networks, as well as all leading mobile entertainment portals. *The Countdown* mobile game will cost £5 from the game mini-site.

Visit [www.dynamogames.com/countdown](http://www.dynamogames.com/countdown) for more information and to download the game, as well as Countdown themes and ringtones.

## ENDS

### Notes To Editors:

#### About Dynamo Games

Dynamo Games Ltd was established in 2004 as a development studio working specifically within the emerging mobile content market. To date Dynamo has worked on a number of different applications for Java™ enabled mobile phone handsets, as well as creating a number of successful mobile games titles.

Dynamo is a young company with expertise in number of areas, including the enormously popular sports management games genre. The company first title – a football management game, was released 2005 by Eidos Interactive under the world famous 'Championship Manager' brand. The title has already been nominated for several key industry awards and has scored exceptional review scores throughout the media. The company's passion and enthusiasm for sports games and mobile phone development in general is key to its success.

In addition, Dynamo is also the creator of the 'Mobi' series of guides. Mobile applications giving users helpful tips and answers to everyday situations such as motoring, medical emergencies, etc. The Mobi series is one of the first sets of applications offering practical and useful advice to mobile owners worldwide.

Dynamo has the capability, project management experience and tools to develop and complete multi-language, multi-handset J2ME applications for publishers and carriers all over the world. The company's expertise with sports management titles is unique within the mobile sector.

Dynamo Games are constantly looking for new challenges and interesting new projects within the mobile sector. Any company wishing to create a new, innovative and exciting game, application or service for mobile phone handsets, should contact Dynamo directly.

#### About Granada Ventures

Granada Ventures is the highly profitable and fast-growing consumer products division within ITV Plc. The company currently licenses over 1000 products across a wide range of ITV owned and third party properties including children's favourites *Pocoyo*, *Thunderbirds* and *Captain Scarlet* as well as hit entertainment shows such as *Little Britain* and *Catherine Tate* through to the major sport brands *Arsenal* and *Liverpool Football Clubs*.

For more information visit: [www.dynamogames.com](http://www.dynamogames.com)

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