

FOR IMMEDIATE RELEASE

IUGO Mobile Entertainment Sets Course to Become Market Leader; Selects Reverb Communications as Agency of Record

VANCOUVER, BC – December 22, 2008 – IUGO Mobile Entertainment Inc. announced today that it has selected Reverb Communications as its agency of record. Reverb Communications will be responsible for handling the public relations and marketing efforts for IUGO's Apple® iPhone™ and iPod® touch games, including highly acclaimed titles such as ***Zombie Attack!***, ***Shaky Summit***, ***Toy Bot Diaries 1***, ***Toy Bot Diaries 2***, and the recently announced ***Toy Bot Diaries 3***.

“Reverb Communications’ mix of strategic thinking, industry insights and integrated services made them an easy choice to go with,” said Hong-Yee Wong, CEO of IUGO. “Reverb understands our company and the market space we compete in, and we view them as much more than just an agency of record. We view them as a business partner!”

IUGO Mobile Entertainment is steadfastly becoming a leader in the mobile games space. It has earned a solid reputation for delivering recognized AAA titles through innovating on original games for major global publishers, technology giants and other mobile-related corporations. For five years, IUGO has blasted out award-winning titles such as ***Tiger Woods 2007***, ***Stephen Spielberg's Boom Blox*** for mobile, the ***Toy Bot Diaries*** series for the iPhone and iPod touch, and many more.

“Our experience in building and branding companies in the videogame space, combined with IUGO's ability to create ground-breaking titles such as the Toy Bot Diaries series, will further establish them as a premiere brand in the mobile games space,” said Tracie Snitker, Vice President of Public Relations for Reverb Communications.

For more information on IUGO Mobile Entertainment, please visit www.iugome.com

For more information on Reverb Communications, please visit www.reverbinc.com

###

About IUGO Mobile Entertainment Inc.:

Founded in late 2003 in Vancouver, BC, IUGO Mobile Entertainment is a progressive studio specializing in the design, development and deployment of compelling mobile games. IUGO develops premier mobile entertainment for all platforms including J2ME, BREW, Symbian and most recently iPhone.

About Reverb Communications Inc.:

Reverb Communications, Inc., is a focused marketing agency that specializes in launching videogame titles and peripherals. The agency combines public relations, marketing, and sales programs to develop individualized communication campaigns that directly contribute to the bottom line of each client. For more information about Reverb Communications, Inc. please visit: <http://www.reverbinc.com>

MEDIA CONTACTS:

Brian Fitzgerald
Reverb Communications
209.586.1495 x114
Brian@reverbinc.com