

**ASX & MEDIA RELEASE**

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***TWO WAY LAUNCHES 'TRINGO' INSIDE SECOND LIFE***

***POPULAR GAME NOW IN REAL AND VIRTUAL WORLDS***

Two Way Limited is entering the virtual world of Second Life to launch the PC download version of Tringo, one of the world's fastest growing and highest profile casual games.

The launch of Tringo takes place inside Second Life at 7:00 pm Sydney time (AEST) today, with all virtual and real world media invited to attend.

The Chief Executive Officer of Two Way, Chris Grant-Foster, said: "What is historic about today's launch is that Two Way is taking a virtual world version of Tringo and adopting it for use on the Internet and via interactive TV.

"At the same time, we are putting the marketing of the real world version of Tringo back into Second Life, which is where the game was developed and where it has long-term support. We consider the 4 million residents of Second Life to be keen potential players – and buyers – of the real world version of Tringo.

"So, Two Way is innovating in both directions, as it moves Tringo to the real world and markets the game in the virtual world of Second Life," Mr Grant-Foster said.

"When Tringo was migrated from Second Life to the Nintendo Game Boy Advance in 2005, it was historically significant in the sense that it was seen as the first product to come out of the virtual world into the real world."

"As we move into 2007, today's integrated activity in and out of Second Life proves that Two Way has broken down the barriers between the virtual world and the real world."

Following today's launch, Two Way will offer Tringo via its own games portal – [www.way2play.com](http://www.way2play.com) – which, in turn, is linked to the *way2play* island within Second Life.

The game will also be distributed on a global scale through hundreds of major games portals.

Users will be able to download the game to their PCs for a short time on a trial basis, or download and own the game outright. The price to download and own the game will be AUD26.00 (USD20.00), with Two Way's share of every sale varying between 30 per cent and 70 per cent.

Mr Grant-Foster said that if the game proves to be even a modest hit in the casual games business, it could sell 100,000 copies per year.

“Tringo will spearhead Two Way’s strategy for casual games, including the growth and development of the Way2Play portal,” he said.

“Tringo also combines well with our interactive TV games business,” Mr Grant-Foster explained. “Offering Tringo on our iTV games channels will improve the customer offering while also enabling us to implement cross-platform activities.

“With the casual games market in Europe and the rest of the world also growing, Two Way is well-positioned to continue to deliver profitable and attractive content across a number of delivery platforms.”

Tringo was developed by Australian-based Nathan Keir within Second Life, the virtual world created by Linden Labs in San Francisco, USA.

Second Life is a unique environment, as its 4,000,000 subscribers – or ‘residents’ - can create and sell whatever they like within the virtual world, and deposit and withdraw money from their Second Life accounts. The Second Life platform is considered one of the most dynamic transactional environments in the gaming world, and is currently growing at 38 per cent a month.

When it was first released, Tringo was credited with causing an unprecedented spurt in growth of membership of Second Life, and the much anticipated upcoming release of Tringo 2.0 is expected to generate enormous interest in the game, particularly within the Second Life environment.

Two Way acquired the exclusive global rights to develop and sell the PC download version of Tringo in October 2006. The three-year agreement covers all play-for-fun and promotional use of Tringo in PC download format. The deal also delivers exclusive rights to offer the interactive TV version of Tringo in the major Asian markets.

#### **Note to Media:**

Tonight’s Tringo launch commences at 7:00 pm AEST (which is 1:00 am Second Life time).

Location is the **way2play** island within Second Life, which can be located via the search function attached to the Second Life site.

There will be hosts to greet you on arrival, you will be provided with the opportunity to interact with the creator of Tringo, Nathan Keir, as well as trial the new game.

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#### **For further information:**

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## **ABOUT TWO WAY LIMITED (ASX: TTV)**

Two Way is the leading provider of interactive applications and technology in Asia Pacific. Our competitive strengths include our patented technology, library of interactive applications, and exclusive content which can be deployed on TV, mobile or internet.

Our interactive wagering application offers an extensive range of bet types and form guides, and utilises the latest synchronisation technology to enhance the user experience. This technology is now being applied to sports betting applications, including play for prizes and play for real.

Two Way has developed an extensive catalogue of casual games which are being deployed on Open TV and IPTV platforms, and will soon be available for mobile handsets and PCs via our casual games portal at [www.way2play.com](http://www.way2play.com).

Two Way has rapidly grown its portfolio of mobile to TV interactive products for both casual games and wagering applications. Our Simcast product allows mobile phone users to interact with TV broadcasts in real time, without the need for a set top box, and gives the broadcaster complete flexibility.

Two Way's services are currently deployed by leading free to air and pay TV operators in Australia, New Zealand, Hong Kong, China and India. Our clients include Tabcorp, STAR Asia, PCCW, Foxtel, Sky New Zealand and Maginet.

To learn more about Two Way visit [www.twowaytv.com.au](http://www.twowaytv.com.au)

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