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**THE SPELL IS CAST: POXNORA MATERIALIZES**

**TUCSON, Ariz. – Aug. 1, 2006** – Champions answer the call and spells are unleashed as PoxNora goes live.

PoxNora, the new online game from Octopi, a subsidiary of FUN Technologies Inc. [LSE (AIM): FUN and TSX: FUN], combines elements of collectible card games, tactical miniatures games and roleplaying games into an innovative online strategy game. Players collect Runes that represent champions, equipment, relics and spells. From a deck of 20 Runes, players summon their forces into play to battle for Nora, a vital resource used to summon additional Runes into play. Each turn players must make strategic choices in Rune placement that are vital to success.

PoxNora allows players to upgrade their champions through experience points that are awarded for each game. These Runes can gain upgraded attributes and abilities, growing more powerful as the player's skill grows. PoxNora players can test new decks against bots and view other games in progress to learn new strategies.

"PoxNora is going to change the way gamers view online strategy games," said Dan Kopycienski, president, Octopi. "We're doing things with Java that nobody has done before."

At launch, the online store will have nearly 200 Runes. Starter packs (\$8.49) include 30 random Runes and boosters (\$2.99) contain 10 random Runes. Players can play PoxNora with pre-constructed starter decks for free.

PoxNora was developed on a modification of Octopi's Octoplex™ game development engine, designed for cross-platform game development and broadening the potential user base. PoxNora will run on any Java-enabled Internet browser on Windows, Macintosh and Linux computers.

Octopi will be demonstrating the game at Gen Con Indy August 10-13 in booth 1742 and giving away collectible PoxNora trading cards featuring artwork from the game.

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

**ABOUT OCTOPI**

Octopi is a leading developer of single-player and multiplayer mobile and online games. Octopi's game development engine "Octoplex™" supports multiple

languages, the top 100+ mobile handsets, and other platforms such as PDAs and web browsers. Octopi was acquired by FUN Technologies in January 2006.

### **About FUN Technologies**

FUN Technologies Inc. is one of the world's leading online casual gaming providers. FUN's strategy is to provide its cutting-edge gaming systems to top distribution partners around the world. FUN is 51% owned by Liberty Media Corporation, and FUN's common shares are listed on both the Toronto Stock Exchange and the Alternative Investment Market (AIM) of the London Stock Exchange under the symbol "FUN".

### **About FUN Games**

FUN Technologies' FUN Games division, comprised of its wholly owned subsidiaries SkillJam, WorldWinner and Octopi, develops and distributes casual games solutions with a focus on free play and cash competitions across online, mobile and iTV platforms. Its broad network of partner sites includes leading global brands, such as AOL Games, EA-Pogo, GSN, Lycos, MSN Games, Real Networks and Virgin Games. With more than 27 million registered players internationally, FUN Games hosts ten million tournaments and awards millions of dollars in prizes every month.

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