



Sandlot Games and RealNetworks Announce the Success of Cake Mania on Mobile Handsets

Fast-paced fun and culinary flair cook up one of the most downloaded mobile games in the U.S.

SEATTLE — September 24, 2007 — Top developer and publisher of casual and family-friendly games Sandlot Games®, and digital entertainment services company RealNetworks®, Inc. today announced the continued success of the smash hit casual game Cake Mania — this time on the mobile platform.

"Over the last few months, Cake Mania has been one of the most downloaded mobile games in the U.S.," said Matt Turetzky, vice president, non-PC platforms in the Games Division at Real. "With its success on the PC, we anticipated a similar performance for the mobile version. Those expectations were surpassed and we're proud to have teamed with Sandlot to deliver this hit casual title to gamers on their mobile handsets." At the end of second quarter, RealArcade Mobile moved into the top ten ranked mobile publishers, in part due to the success of Cake Mania. (Telephia, September 2007)

Originally developed by Sandlot Games for PC and online play, Cake Mania became the best-selling casual game of 2006 and was voted Yahoo's 2006 Casual Game of the Year. In March 2007, Sandlot partnered with RealArcade Mobile to bring the hit title to the mobile handset. Real's Mr.Goodliving Studios® developed and published the mobile version in collaboration with Sandlot to convert the action-packed PC game to an equally addictive mobile format. The game is now available through most major wireless carriers.

"As a runaway hit on the PC, Cake Mania was a prime candidate for conversion to the mobile platform," said Daniel Bernstein, founder and CEO of Sandlot Games. "Gamers continue to get hooked on the challenging and unique elements that make Cake Mania such a fun experience, and by partnering with Real we were able to extend this hit game to the mobile community."

Cake Mania is a time management game in which players help young entrepreneur Jill open her own bakery, bring in customers and earn enough money to re-open her grandparents' troubled business. Gamers can upgrade and customize their shop to attract new patrons and meet daily sales goals. The mobile version allows fans and new players alike to play a hit game in small sessions of easy mobile play, without losing the favorite elements of the original. On August 27th, Sandlot released the highly anticipated Cake Mania 2 for the PC.

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ABOUT SANDLOT GAMES

Sandlot Games Corporation, headquartered in Bothell, Washington, is the world's premier developer and publisher of casual and family-friendly games. Sandlot Games boasts a captivating portfolio of popular game titles and franchises including Cake Mania™, Glyph™, Super Granny Tradewinds® and Westward®. Sandlot Games reaches millions of game players worldwide through a variety of distribution channels including online, PC, PDA's, handhelds, videogame consoles and mobile phones. Since 2002, over 100 million games have been downloaded by its loyal fan base. For more information or to play one of our award winning games, please visit us at www.sandlotgames.com.

ABOUT REALNETWORKS

RealNetworks, Inc. delivers digital entertainment services to consumers via PC, portable music player, home entertainment system or mobile phone. Real created the streaming media category in 1995 and has continued to lead the market with pioneering products and services, including: RealPlayer®, the first mainstream media player to enable one-click downloading and recording of Internet video; the award-winning Rhapsody® digital music service, which delivers more than 1 billion songs per year; RealArcade®, one of the largest casual games destinations on the Web; and a variety of mobile entertainment services, such as ringback tones, offered to consumers through leading wireless carriers around the world. RealNetworks' corporate information is located at www.realnetworks.com/company.

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