

Contact:
Stacy Ang
Director, The Right Spin
stacy@therightspin.com.sg
Tel: 6270-7991

DRAFT ONLY

Joanne Seow
Consultant, The Right Spin
joanne@therightspin.com.sg
Tel: 6270-7991

Sing-Gium International Introduces Myth War Online

Local company announces distributors for new fantasy MMORPG in SouthEast Asia

SINGAPORE—August 10th, Local online gaming company Sing-Gium International launches the open beta for its new massive multiplayer online role-playing game (MMORPG) game, dubbed *Myth War Online*. The company announces that it has already established partnerships with game distributor in Indonesia and negotiating with leading game distributors in Malaysia and the Philippines to market *Myth War*.

To date, *Myth War's* beta has already attracted some 9,000 registered users from around the world, including 3,200 local gamers. Sing-Gium's powerful game server is able to support 5,000 concurrent gamers at any one time.

Beautifully rendered in rich 2D isometric graphic detail, the game takes place in *Myth World*, an ancient world replete with armies of monsters, vengeful deities and warring factions. The tale of an ailing god is woven into the fabric of the game.

Advanced technologies have been incorporated into the *Myth War* engine to enrich the gameplay experience. For example, to reduce player churn, a "cushion buffer and recovery" technology is used to reduce network lag and noise which may disrupt network connections. Proven packet encoding/decoding technology prevents hackers from accessing the network. Sing-Gium has also added greater interactivity to *Myth War* through its instant messaging functions, which allow gamers to check if their friends are online or strategise with other gamers.

"*Myth War* was developed to provide a new dimension of competitive gameplay for both expert and casual players," said Jeffery Tan, Executive Manager, Sing-Gium International. "We're very proud of the game, and are confident that we will reach our targeted 1,500,000 regional users for the year until 2006."

To whet gamers' appetites for bundled goodies, a *Myth War* CD also comes free with every D-link's new DGL-4300 108G Gaming Router™. D-Link's powerful GameFuel™ Priority Technology reduces latency and boosts network efficiency and performance; and will work to maximise the *Myth War* experience for every gamer.

"D-Link recognises the need for gamers to have a myriad of options when setting up their wireless networks, and is excited to partner with Sing-Gium to continue to lead the way in the local and regional gaming industry," said Alice Chew, Area Manager, Dlink International Pte Ltd. "More than a gaming router, the D-Link DGL-4300 is an intelligent wireless router with the ability to identify, prioritize and multitask the user's Internet traffic with fantastic performance. By bundling *Myth War* with the DGL-4300 enables us to educate more customers about the benefits of our GameFuel™ Priority Technology, and for our customers to fully experience the power of the router during gameplay."

SING-GIUM INTERNATIONAL PTE LTD

No. 1 Goldhill Plaza #01-11 Goldhill Plaza Podium Block Singapore 308899

Tel : 65 6352 6556 Fax : 65 6352 7787



Myth War players will also be entitled to 10 hours of free wireless Internet access at iCELL's hotspots nationwide.

"*Myth War* provides a great opportunity for gamers to experience the strength and speed of our wireless hotspots, which they can find everywhere in Singapore, from restaurants and cafes, to public libraries," says Ken Chua, Managing Director, iCELL Network. "*Myth War*'s sophisticated gameplay will encourage more people to take advantage of this special offer and see for themselves why we iCELL is Singapore's leading Wi-Fi infrastructure provider."

According to research by IDC¹, there were a total of 6,672,243 online gamers in the region (Singapore, Malaysia and the Philippines). More than 1.1 million Singaporean gamers and logged on to battle other online players in 2004. Local online gaming subscription is projected to grow by about 22 percent this year. This rapid growth could be attributed to Singapore's high Internet penetration. There will be more than 3 million Internet subscribers this year.

Play *Myth War* for free during its open beta stage at: <http://www.mythonline.com.sg>.

A list of iCELL hotspots can be found at:
<http://www.icellnetwork.com/services/servicesWirelessHotspot.html>

¹ IDC Report, ASEAN online Game Industry Forecast (2003-2008)

About Sing Gium International

Sing-Gium International is a premium provider of online services and online games in Asia Pacific. By bringing new online gaming trends that are fast becoming popular in other regions of Asia Pacific to Singapore, it has become a key catalyst to the development of a vibrant gaming culture in Singapore. Sing-Gium International also adapts these online games to make them marketable to international markets.

A strong dedication to serve the local gaming community has driven Sing-Gium International to establish @Corner as Singapore's first E1 Gaming centre. Sing-Gium is also the developer of MY CITY, the first fully localised 3D avatar interactive chat game that offers a unique combination of online gaming avatar, instant messaging, shopping and community bonding. Through MY CITY, Sing-Gium has successfully created and introduced a new gaming lifestyle and built an interactive and rapidly growing web community. MY CITY also offers @Corner franchisees an excellent platform for distribution of new game.

About D-Link

D-Link is the global leader in connectivity for small and medium and large enterprise business networking. The company continues to strive for excellence as an award winning designer, developer, and manufacturer of networking, broadband, digital electronics, voice and data communications solutions for the digital home, Small Office/Home Office (SOHO), Small to Medium Business (SMB), and Workgroup to Enterprise environments. With millions of networking and connectivity products manufactured and shipped, D-Link is a dominant market participant and price/performance leader in the networking and communications market.

D-Link International Pte Ltd headquarters are located at. 1 International Business Park, #03-12 The Synergy, Singapore 609917 Internet address is www.dlink.com.sg .

SING-GIUM INTERNATIONAL PTE LTD

No. 1 Goldhill Plaza #01-11 Goldhill Plaza Podium Block Singapore 308899

Tel : 65 6352 6556 Fax : 65 6352 7787



About iCELL

iCELL Network pte ltd is the network infrastructure arm of the Neat Technology Group and one of Singapore's leading network solution providers. The company builds Internet and Wi-Fi infrastructure providing business system mobility for corporate customers and individual users.

iCELL's key value-added is its culture of personal service and commitment to realising network utility and efficacy. Customers attest of true round-the-clock support, technical competency and a singular focus on "getting the job done" Based on research of travel patterns and Internet needs of mobile professionals, iCELL has located its hotspots in selected shopping malls, fast food restaurants, cafés and other public locations, giving Singapore true mobile connectivity. iCELL is homegrown company working from the Phase Z'ro Technopreneur Park at Buona Vista. Managing Director Ken Chua can be reached on number 6773 4284

SING-GIUM INTERNATIONAL PTE LTD

No. 1 Goldhill Plaza #01-11 Goldhill Plaza Podium Block Singapore 308899

Tel : 65 6352 6556 Fax : 65 6352 7787