



## **Trixcell and Fox Mobile Distribution to unleash tech-magic trick *Spoon!***

**Mobile magic specialist partners with global entertainment provider to  
distribute new patented-technology trick**

**London – June 8<sup>th</sup> 2009** – Trixcell Ltd. and Fox Mobile Distribution (FMD) today announced a partnership to distribute *Spoon!*, Trixcell's latest mobile magic trick. Expanding upon an existing portfolio of attention-grabbing virtual effects, the new offering allows users to challenge spectators by bending a virtual spoon, or other pieces of cutlery, through sheer concentration – without even touching their phone.

In order to create *Spoon!*, Trixcell has for the first time developed a product that facilitates a magic effect through the use of advanced patented technology, based on a new Man Machine Interaction (MMI) technology, that enables users to control the mobile device without touching it. *Spoon!* was first unveiled earlier this year at the Mobile Games Forum (MGF) in London to acclaims from spellbound audiences, and was praised for its unique user experience

Today's announcement builds on an existing partnership which began when FMD launched Trixcell's mobile magic last summer and adds to the existing portfolio, setting the stage for even more magic to come.

"We are extremely pleased and proud of the positive, enthusiastic response that Trixcell's magic tricks have received so far." said Shlomi Grandes, Trixcell's CEO and co-founder. "We are certain *Spoon's* groundbreaking technology will impress and amaze all audiences from friends and family to business colleagues. It could even be a great way to attract admirers. Nobody can resist a good magic trick."

"Fox Mobile Distribution is always aiming to consistently provide innovative and engaging mobile entertainment to consumers around the world," said Giovanni Montesanti, Chief Marketing Officer of Fox Mobile Distribution. "We were the first to introduce the mobile magic content genre, and we are thrilled to add the latest mobile magic trick *Spoon!* to our exclusive content collection."

*Spoon!* is now available through Fox Mobile Distribution's global brands Jamster and Jamba as well as other distribution channels.

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### **About Fox Mobile Distribution**

With global reach to over one billion consumers, Fox Mobile Distribution (FMD) is one of the world's leading distributors of mobile entertainment. It delivers more mobile entertainment content than anyone else, providing consumers what they want, when and where they want it in 38 countries on six continents and in over 20 languages. FMD has the industry's broadest array of mobile products and services available directly via mobile phones, and offers more branded popular content from around the world, more chart-topping ringtones from top music labels, more mobile games from renowned game developers, and more original content made exclusively for mobile phones than any other mobile content distributor.

Fox Mobile Distribution is a unit of Fox Mobile Group, the global leader in mobile content distribution, licensing, and production. Headquartered in Berlin, Germany and Beverly Hills, CA, Fox Mobile Group is wholly-owned by News Corporation (NASDAQ: NWS, NWSA; ASX: NWS, NWSLV).

### **About Trixcell Ltd. (<http://www.trixcell.com>)**

First to introduce the concept of mobile magic and establish a new mobile content category, Trixcell's magic tricks such as Pyro, digiWallet, and CardOmen, allow users worldwide to perform feats of psychic conjuration, mind-reading, future prediction, and telekinesis. After a public unveiling in 2008, Trixcell's magic rapidly picked up momentum through broadcast, print, and online media exposure, and is now globally distributed by mobile operators and off-deck web portals.

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