



Mearas boosts mobile experience with Kalador Entertainment

Kalador Entertainment Inc., April 25, 2006

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Mearas Technologies has selected Kalador Entertainment to distribute their mobile phone games globally. Using Kalador's developer portal and tools and leveraging Kalador's sales channels, Mearas is able to maximize their sales reach while concentrating on developing great games.

PR9.NET April 25, 2006 - Brentwood Bay, Canada: Mearas Technology, a developer of mobile phone games, has partnered with Kalador Entertainment Inc. to distribute their content through Kalador's global sales channels.

Based in San Jose, California, Mearas is dedicated to quality mobile game development and to boosting the mobile experience. In partnering with Kalador, Mearas significantly increases their global distribution without losing focus on quality production. Kalador's innovative content management software enables Mearas to maximize sales and leverage Kalador's comprehensive sales channels.

"We feel lucky to have access to Kalador's expertise in sales techniques, which will help us serve Canadian and worldwide customers by boosting their mobile experiences with our fun, easy to play, and addictive games," said Nikita Chudinov, CEO, Mearas Inc.

Managing multiple customers across countries and timezones with varying billing systems, revenue models, and distribution cycles is a difficult task Kalador makes easy for its content partners. Knowing the carriers and maintaining robust sales channels is at the heart of what we do. We work with the carriers to ascertain example which content is best for them. Developers rest assured that our sales teams are doing everything in their power to launch their content, but we'll only push content we think will sell. This promotion of quality over quantity works to everyone's advantage.

"Mearas has developed a strong portfolio of quality Java games," said Kalador's Frank Owens, Business Manager, Developer Accounts "They have an excellent selection of casual games and their user interfaces are uniformly intuitive and natural. I am pleased to bring Mearas games to Kalador's distribution channels."

Tools provided to the developer enable a comprehensive content management solution, where developers can easily upload bug fixes and track content versions across various content ports. "In an environment where one game can be ported to over 100 handsets and 15 languages, it is imperative that you can track each and every download and be able to apply updates to every customer that requires them," said Kalador President and CEO Richard Mosher. Naturally, the system tracks sales and provides full sales reporting functionality and automates the billing process.

Kalador is a global distributor of mobile phone games and entertainment software, putting content on carrier WAP-decks, internet and wireless portals and storefronts, retail outlets, and specialty channels. Developers are encouraged to join our program – details are provided at www.kalador.com/developer. For more information on Kalador visit our website at www.kalador.com.

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About Kalador Entertainment Inc.

Founded in May 2000, Kalador is a global distributor of mobile phone games and entertainment software. Working with the world's best content developers, publishers, and brand license owners, Kalador provides handset manufacturers, network operators, wireless carriers, mobile portals and storefronts, retail outlets, and specialty channels with premium content and brands for their customers. Content providers and developers are encouraged to join our program - details are provided at www.kalador.com/developer. For more information about Kalador visit our website at www.kalador.com.

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