

## **Heart Bear Matching on I-Mode**

*By MOffY Limited*

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Hong Kong and Seoul, 23rd April 2007

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Heart Bear Matching is a classic matching puzzle game featured with Heart Bear & Friends. Heart Bear is the major character of CRZONE in Seoul. The game is now available in i-mode and WAP2.0 for different mobile networks operators in the region. The game also comes along with its peripherals contents and products.

CRZONE's Director Mr. Lee said that we are confident to have our characters cooperate with MOffY who has extensive network especially in the Greater China region and South East Asia.

MOffY's Technical Director, Ken said that the game has actualised the merit of the mobile entertainment and allow user to experience the classic.

Heart Bear Matching will be available in Hong Kong, Taiwan, China, Singapore, Malaysia, Thailand, Vietnam in first quarter of 2007. Operators in other region will carry Heart Bear Matching in 2nd quarter and onwards.

More Heart Bear J2ME game, I-mode and WAP game and related services will be available to mobile network carriers in second half of 2007.

The Heart Bear Matching game is available worldwide exclusively from MOffY. For cooperation opportunity with MOffY please contact the representative or your existing contacts.

MOffY is also the licensing agent of the Heart Bear character on merchandise licensing.

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About CRZONE

[www.crzone.com](http://www.crzone.com)

About MOFFY Limited

MOFFY incorporated in Hong Kong has been in mobile contents development, distribution, publishing and consultation since 1999. Currently, MOFFY with its content management system holds over 2000 games and application titles. Along with different types of mobile games, WAP, i-mode and applications are featured with famous characters like Hello Kitty, movie titles, and celebrities. MOFFY is actively involved in mobile contents business, licensing and consulting. MOFFY branded services channels are available in China, Hong Kong, Macao, Taiwan, Singapore, Malaysia, and Thailand.

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