

**For Namco Networks:**

For more information, including reviews:

Nicole Hegg, VisiTech PR

303-752-3552 ext. 230

[Nicole@VisiTechPR.com](mailto:Nicole@VisiTechPR.com)

**SNOOPY THE FLYING ACE SOARS ONTO MOBILE PHONES  
FOR FIRST TIME**

*Namco Networks launches Snoopy with network components including performance rewards and unlockable game features*

SAN JOSE, Calif. (July 30, 2007) – Woodstock's nest has fallen and he needs Snoopy's help! No fear—it's Snoopy to the rescue in Snoopy the Flying Ace, the latest mobile game from Namco Networks, a leading publisher and developer of wireless games and content.

In Snoopy the Flying Ace by Namco, players put their piloting skills to the test as Snoopy in his famous fantasy as the WWI Flying Ace, steering his Sopwith Camel deep within "enemy territory," (the familiar Peanuts neighborhood) to capture balloons and raise Woodstock's nest. Guide Snoopy through exhilarating aerial adventures from the "Western Front" to the "French Countryside" while avoiding obstacles, including storm clouds, kites and the dreaded Red Baron, which will knock Snoopy off course and leave Woodstock's nest grounded.

"Snoopy's aerial escapades are some of the most memorable moments from the PEANUTS comic strips and are appealing to mass-market consumers, making them an ideal storyline for a mobile phone game," said Scott Rubin, vice president of sales and marketing for Namco Networks. "PEANUTS is one of the most beloved entertainment brands of all time and is a great addition to our lineup of top-selling, brand-based mobile games."

The network-enabled mobile game lets players earn points by collecting bonus items in the air while raiding Peanuts gang "ground troops". Players can double, triple or quadruple their score by recruiting bird buddies along the way to help Woodstock. Taking advantage of the game's network components, earned points can be redeemed for unlockable features and rewards such as downloads of PEANUTS comic strips from Namco's server-based comic collection\*.

Snoopy the Flying Ace is the first mobile game available through Namco Networks' partnership with United Media, a worldwide licensing and syndication company focused on building brand equity around a wide range of creative content. The PEANUTS brand is unparalleled in the entertainment industry and a unique force across all media— newspaper, television, video, music, books, Web and theater. More than 70 television specials, 1,400 book titles and 18,000 PEANUTS strips have become part of American culture.

Snoopy the Flying Ace is available today on select national wireless carriers and will be available on other carriers in the future. Visit [www.NamcoGames.com/snoopy](http://www.NamcoGames.com/snoopy) for more information.

\*Networked features available on select phones.

**About Namco Networks**

Since 2002, Namco Networks America Inc., a subsidiary of Namco Bandai Holdings (USA) Inc. and a worldwide leader in the high-tech entertainment industry, has used cutting-edge technology to provide fun, quality entertainment to mobile consumers throughout the Americas. For more information about Namco mobile games, please visit: [www.namcogames.com](http://www.namcogames.com).

**About United Media**

United Media (UM) is a worldwide licensing and syndication company that focuses on building brand equity around a wide range of creative content. The company recently partnered with HarperCollins on the best-selling publishing property Fancy Nancy. United Media licenses and/or syndicates other properties, including Precious Moments, Raggedy Ann & Andy, Televisa's "El Chavo," Mary Engelbreit, Dirty Dancing, Dilbert, Jakers!, Tamagotchi, Doodle Bear, Bug Rangers, and Jim Benton's "It's Happy Bunny" (Japan Only). United Media is an E.W. Scripps Company.

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