

**For Namco Networks:**

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**Favorite Office Antics from Dilbert's Cubicle Chaos Now Available on Mobile Phones**

*Namco Networks brings fun, Dilbert-inspired game play, downloadable comics, and sweepstakes on AT&T to consumers nationwide*

SAN JOSE, Calif. – (March 18, 2008) – Namco Networks, the leading publisher and developer of mobile games and entertainment for mass-market casual gamers, today announced the availability of its much anticipated mobile game, Dilbert Cubicle Chaos. Another original game through its partnership with United Media, a leading independent licensing and syndication company which licenses Dilbert, Namco Networks continues to bring popular brands to consumers for the mobile platform. Dilbert Cubicle Chaos contains rich features such as downloadable Dilbert comic strips\* and bonus game levels.

In the game, players take charge of Dilbert's dysfunctional office environment as the pointy-haired Boss, showing off a propensity to (mis)manage resources and creating the illusion of productivity by delegating busy work to employees. As the Boss, players must race against the clock to shred a specified number of projects as they are completed to keep their staff humble. Players can also enjoy applying stimulating management tools, such as 'friendly' shocks from a cattle prod to 'inspire' and 'motivate' employees. In addition to the Boss, other favorite Dilbert characters make appearances in the game including Dogbert, the business consultant and mastermind behind the dysfunction, along with Dilbert, Wally, Alice, Asok, Ted and Tina.

"Everyone in the corporate world can relate to some part of the Dilbert comic strip, making the storyline, characters and office satire ideal for a mobile game targeting mass-market consumers," said Scott Rubin, vice president of sales and marketing, Namco Networks. "Adding elements to the game that are specific to the mobile platform, such as downloadable comics made possible by network connectivity, only increase the longevity of the game and allow players, Dilbert fans and general consumers alike, to have the best possible mobile gaming experience."

The game begins in story mode where the player controls the pointy-haired Boss as he attempts to win the Manager of the Month award. The player must work his way around the office handing out projects to employees to meet the daily quota. Once the quota is reached the player can then advance to the next day (or level). After completing six days, the Boss Zone becomes available as an unlockable feature. The Boss Zone adds a new height of difficulty to the game, escalating insufficient management to make projects and other game play random. In addition to unlockable and redeemable features, Dilbert Cubicle Chaos includes the bonus level, Whack-a-Wally, allowing the player to score additional points by hitting Wally as he pops up randomly among the cubicles.

"The game speaks to something basic in our natures. It lets you organize and accomplish something while zapping other people with cattle prods," said Scott Adams, creator of Dilbert. "If you are honest with yourself, you know those are all good feelings."

In celebration of the nationwide premiere of Dilbert Cubicle Chaos on wireless phones, Namco will be hosting a sweepstakes from March 24 through May 23 through AT&T. Fans of Dilbert and other Namco mobile games can enter for a chance to win one of 25 signed copies of the "*Dilbert's Guide to the Rest of Your Life*" hardcover collection and a collection of official Dilbert desk toys. AT&T customers can automatically enter by downloading the Dilbert Cubicle Chaos mobile game. AT&T customers can also download the game by texting DILBERT to 386 (FUN).

Dilbert Cubicle Chaos is available today on national carriers. Visit [www.NamcoGames.com/DilbertCubicleChaos](http://www.NamcoGames.com/DilbertCubicleChaos) for more information. For more information on the Dilbert sweepstakes through AT&T, [att.com/mediamall](http://att.com/mediamall).

\*Available on most handsets

### **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 DILBERT**

Dilbert, the United Feature Syndicate comic strip, is the most photocopied, pinned-up, downloaded, faxed and e-mailed comic strip in the world. Many readers, particularly those employed at large corporations, are convinced that Adams works at their companies since he conveys corporate inanities so perfectly in his comic strip.

### **ABOUT UNITED MEDIA**

Dilbert is licensed and syndicated by 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 Harper Collins on the best-selling publishing property Fancy Nancy. United Media licenses and/or syndicates other properties, including Peanuts, Raggedy Ann & Andy, Precious Moments, Televisa's "El Chavo," Mary Engelbreit, Iron Chef America, Dirty Dancing and Jim Benton's "It's Happy Bunny" (Japan Only). United Media is an E.W. Scripps Company.

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