

Game Sales Fund Conservation Work

Artificial Life, which provides mobile 3G technology, games and applications, has announced the world premiere launch of "Poli - the Bear" on its m-commerce portal www.botrme.com. The game will also be launched in Germany through reseller channels. 10% of the net income from the sales of the game through Hong Kong operators and the m-commerce portal will be donated by Artificial Life to World Wide Fund for Nature (WWF) Hong Kong, one of Hong Kong's leading environmental charitable organisations.

Poli - the Bear mobile game educates and exposes the younger generation to polar bears, an endangered species, through the story of Roli, Boli and Moli, three cute polar bear cubs who are captured by greedy hunters. Due to recent discussions over the greenhouse effect on the Polar Bear habitats, Artificial Life decided to contribute to the cause by sending an environmental message to the public by releasing the Poli - the Bear mobile game.

"We believe that young people in their teens and twenties will love our Poli - the Bear mobile game" says Artificial Life CEO Schoneburg. "If we do not educate the younger generation about the threats to this endangered species now, soon we might only be able to experience the life of the beautiful polar bears on TV or on our mobile phones."

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