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4Dcard Introduces “Babe Ruth Bashball” to Mobile Phones

Carlsbad, CA and Tustin, CA – December 17, 2003– 4Dcard, Inc., a leading provider of multimedia software marketing solutions and proprietary action-sports content and Thumbworks™, an emerging innovator in the world of wireless publishing, today announced the release of “Babe Ruth Bashball,” a wireless game that allows players to hit home runs just like the Great Bambino himself. The application represents 4Dcard’s first venture into the world of wireless gaming.

Babe Ruth Bashball challenges players to score points by hitting home run balls into a variety of targets scattered beyond the outfield fence. In addition, players can earn power-up bonuses by correctly answering a Babe Ruth trivia question before each round. With three playing fields (Sandlot, Streets, and Stadium) and three skill levels (Rookie, All-Star, and Legend), Babe Ruth Bashball requires both precise aim and excellent timing to win.

Even Babe’s relatives think it’s a winner. “Babe Ruth turned baseball into a home run hitter’s game,” said Babe’s daughter, Julia Ruth. “Babe Ruth Bashball turns everyone else into a home run hitter. I think Daddy would have liked that,” she added.

According to Craig Holland, President of Thumbworks, the game combines Babe Ruth's power and personality with engaging wireless game-play to create a new kind of baseball experience. "Bashball is for anyone who has ever dreamed of hitting a baseball out of the park—and maybe knocking a hole through the scoreboard in the process. Babe Ruth is one of the few people in history who could have really done that . . . until now."

4Dcard is excited about its first wireless gaming application. "The initial response has been terrific," said Thomas Carter, CEO of 4Dcard. "It is testament to our formula that merges familiar icons with technology to engage consumers with entertaining products and services."

To obtain the Babe Ruth Bashball, cell phone subscribers can download it onto their handsets through a wireless, over-the-air connection. The game is available through many wireless carriers, including Verizon Wireless, AT&T Wireless, and Boost Mobile, with other carriers expected to offer it soon.

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About 4Dcard Inc.

4Dcard, Inc. is a multi-media marketing company focused on the youth marketplace. The Carlsbad, CA based company helps brands know their Gen-Y customers by blending brands, icons, and technology to engage consumers with entertaining products and services. The company has developed a wide array of multimedia marketing solutions that it delivers by means of Internet, CD-ROM and wireless applications. For further information please visit the company's website at www.4Dcard.com.

About Thumbworks

Thumbworks Inc. is a leading publisher of marketing-driven applications for mobile phones and other wireless devices for consumers. With headquarters in Tustin, CA, Thumbworks is helping market leaders take advantage of the emerging mobile medium to build their brands and promote their products. In addition to leveraging well-known consumer brands in the wireless market, Thumbworks also works with developers all over the world to bring the finest game and entertainment programs to consumers everywhere. For more information, visit www.Thumbwork.com

About CMG Worldwide

CMG Worldwide, Inc. is the exclusive marketing and management company for the Babe Ruth Family. Please visit www.BabeRuth.com or www.CMGWorldwide.com for more information.