

# Press Release

EJL Wireless Research Announces Latin American Mobile Games Market Hits USD \$195 million in 2011

**BREW market still expected to grow 47% by 2008 before declining.**

Redwood City, CA, March 1, 2007: “The Latin America downloadable mobile game market hit USD \$65 million in gross revenues in 2006 and is estimated to reach USD \$195 million by 2011, according to the just released report from EJL Wireless Research titled ‘*Latin America Mobile Games Market Analysis and Forecast, 2006-2011*,’” says founder and President, Earl Lum.

The three largest countries in both gross revenues and total game downloads for 2006 were Brazil, Argentina, & Mexico. The report analyzes the mobile games market for 11 countries and 38 mobile operators within Latin America and addresses handset technology, mobile game decks and mobile game publishers/developers.

“Despite the transition from CDMA to GSM technology across many operators in the region, BREW remains healthy and strong edging out J2ME in both games downloads and gross revenues in 2006 and we expect the migration to occur slowly across the operator decks. The largest challenge in the region remains centered on VIVO in Brazil and its migration to GSM and J2ME content. We believe that this transition will not happen immediately,” says Lum.

The report is currently available for purchase and information can be downloaded at [www.ejlwireless.com](http://www.ejlwireless.com). EJL Wireless Research will be attending both the upcoming Game Developers Conference 2007 in San Francisco, CA and CTIA 2007 in Orlando, FL.

**About EJL Wireless Research**

EJL Wireless Research provides proprietary, accurate and cutting-edge market analysis and consulting services on the wireless technology ecosystem. The firm focuses its research on all vertical elements of the wireless ecosystem including mobile subscribers, mobile operators, mobile handsets, mobile infrastructure and mobile content. In addition, the firm provides analysis across horizontal technology suppliers including RF semiconductor materials, RF semiconductor/components, subsystems and OEMs.

EJL Wireless Research is managed by Earl Lum. Mr. Lum has 14 years of experience within the wireless industry including 8 years as an Equity Research Analyst on Wall Street covering the global wireless industry. The company is headquartered in Redwood City, CA. USA. For more information about EJL Wireless Research, please visit the company's website at [www.ejlwireless.com](http://www.ejlwireless.com).

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