



Tanla Solutions launches Games Club for BlackBerry Smartphones

Hyderabad, July 02, 2012: Tanla Solutions, the leading provider of Mobile Payments and Rights management solutions, today announced its plans to launch Games Club – a popular socially connected gaming service platform – for BlackBerry® smartphone customers in the Asia Pacific region. Games Club offers a wide range of high quality games with affordable subscription options.

Users can play games by either downloading the discovery application that lists all the games available or by downloading individual games for free on BlackBerry App World™. Games Club allows its users to share their gaming experience with their friends via BBM™, Facebook and Twitter.

“With over 1 million active users generating over 2 million game plays per day, Games Club has already proven that its flexible billing options attracts gamers of all levels”, **said Uday Reddy, Chairman & Managing Director, Tanla Solutions Ltd.** “We are excited about bringing this experience to the BlackBerry platform and are confident that the high quality gaming experience coupled with easy discovery and flexible billing options will prove attractive to BlackBerry customers.”

Games Club is built using Tanla’s License Management solution which is already installed on over 400 million handsets. This service is used by several operators, OEM’s and developers to license their games and application in flexible ways such as subscriptions, try and buy, and time bound licensing. All games are secured with License Manager to prevent unauthorized usage. The License Manager wrapper allows user options, such as free trial or join the Game Club. On joining the Game Club, users can play unlimited games for the period of their membership.

Over 80 games from Electronic Arts will be available at launch and will include chart busting titles like Need for Speed, Wolverine, The Sims 3, Tetris, Harry Potter DHP and several others.

About Tanla

Tanla Solutions [BSE: 532790 | NSE: TANLA] founded in the year 1999, a Hyderabad based Indian company is a leading provider of telecom solutions to Mobile Operators, Hand set Manufacturers, Content aggregators, ISVs and Media companies globally. With over 100 customers in 32 countries, Tanla provides solutions in the areas of Voice, Video, Messaging, Application/ Content Licensing and Mobile Payments and is the first company to launch 3G VAS services in India.

Tanla's Mobile Payment Gateway is connected with more than 100 mobile operators and processes mobile payments in over 160 countries through operator, credit/ debit card billing. Leading content aggregators, ISVs and hand set manufacturers including use Tanla mobile payment gateway to market their applications/ content globally. Its License Manager product is embedded in more than 400 million handsets globally and used to used by several Mobile Operators to provide try & buy and Games Club services.

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