



Press release

Media Information
15th July 2002

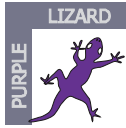
Purple Lizard Builds Star Trader game for Big Brother 3

Purple Lizard, the leading interactive solutions consultancy, today announced that it has developed a contestant trading system for Channel 4's hit TV show Big Brother.

Purple Lizard presented the concept to Channel 4 and has refined it to a point where it fitted closely with the format of the show. Following an intense development stage, the system is now live, accessible via the show's home page.

The game simulates a stock market with traders (players) buying and selling Big Brother contestants, starting with a virtual £50,000. Each player builds a portfolio of shares in a number of the show's contestants. As they do this, the price of each contestant varies and so does the value of each player's portfolio. Just as in a real market, when show contestants do something unpopular traders sell - and their stock price sinks - but the more popular they are the higher the price rises.

Doug Stoddart, Purple Lizard director said "The game presented us with a unique opportunity to combine our knowledge of city trading systems with the



Press release

Purple Lizard Builds Star Trader game for Big Brother 3

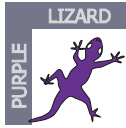
increasingly interactive needs of the media sector - and have some fun doing it! We chose the same scalable technology as we used for the interactive TV voting system - Enterprise Java - because we have shown it can support high numbers of users".

Purple Lizard's multi-platform interactive products scale to support millions of users on interactive TV, Web, WAP and SMS, providing broadcasters with multiple revenue generating opportunities.

"Building on our success in delivering a number of interactive TV applications and web sites supporting Channel 4's programmes, Star Trader is the latest application to show how the judicious application of technology can materially enhance broadcast content" added Stoddart.

"Interactive television changes the dynamic of the viewer experience from passive, one way communication to a two way exchange that draws in the audience by allowing interaction with the program." added Stoddart.

Andy Nuttal, Head of Interactive Games at Channel 4 said, "Big Brother provides a great basis for a wide range of interactive games. Purple Lizard's ideas and implementation have again demonstrated degree of their innovation and an ability to deliver complex systems to a controlled budget"



Press release

Purple Lizard Builds Star Trader game for Big Brother 3

- Ends -

About Purple Lizard

Purple Lizard Ltd is a leading provider of component-based technology solutions to the interactive entertainment and financial services sectors.

Purple Lizard develops an integrated family of highly scalable, Java-based software products that enable enhanced digital entertainment and secure e-voting applications that can be deployed via the Web, digital TV, WAP, SMS, fixed-line phones, kiosks and other devices.

Purple Lizard's consulting services employ proven analysis and design techniques to ensure fast delivery of scalable, flexible, secure and reliable component-based Internet systems. For further information please visit www.purple-lizard.com.

For more information please contact:

Tim Hadley / Mark Casey

Prodigy Communications

Tel: +44 (0) 20 7580 1366

Fax: +44 (0) 20 7580 1367

Email: tim@prodigypr.com / mark@prodigypr.com