



Wyplay Confirmed to Present at Euro Tech Showcase 2008

ALLAUCH, FRANCE – October 14th, 2008 - Wyplay has been approved and confirmed to participate to the Euro Tech Showcase (www.EuroTechShowcase.com) being held in Redwood City, California, November 18th to November 19th 2008. The event is organized by Avise Partners in association with Dow Jones. Sponsors of the event include: the State of California, Microsoft, Invest in Western France, Avenir Finance, GrowthPoint Technology Partners and Business Wire.

The Euro Tech Showcase is a matchmaking event connecting 50 of the most promising European private technology companies with the leading American technology players. Selected companies are from all over Europe and across the different technology sectors (Telecom & Wireless, Security, Internet & Services, Enterprise Applications, Computing/ Networking/ Hardware, and Entertainment and Media). Among others, top executives from Microsoft, Cisco, Intel, Qualcomm, AT&T, Google, Adobe, HP as well as top tier venture capitalists from Silicon Valley will be at the event. One-on-one meetings are organized in advance according to each company's US strategy to enhance business development and fund raising opportunities.

Wyplay was pre-selected after extensive review of over 700 companies and was approved by the selection committee based on its strong growth potential in the US market. The selection committee includes senior executives from leading American technology companies and venture capitalists. "We observe a steady appetite from American technology titans for European ventures. Despite California's leadership in high-tech, Europe still generates unique innovations. Wyplay along with the remaining of the delegation will show it at the Euro Tech Showcase." said Jean-Bernard Guerrée, Managing Director at Avise Partners.

"Wyplay is pleased to be selected for such a valuable business development networking event and fits well with our strategy. Wyplay will leverage its experience gained in the hyper-competitive European Home Multimedia Center market to penetrate other target-rich markets such as the US" says Steve Coutts, VP Business & Development.

For Avise Partners:

Jordy BRAZIER
Program Director
+1-415-568-2161
jbrazier@avisepartners.com
Avise Partners
555 California Street #300
San Francisco, CA 94104
USA
www.avisepartners.com

For Wyplay:

Steve COUTTS
VP Business Development
+33(0) 491 457 180
scoutts@wyplay.com

Olivier PAVIE
Communications Director
Cell: +33 (0)6 12 36 29 36
opavie@wyplay.com

Wyplay
200 avenue de Provence
13190 Allauch
FRANCE
www.wyplay.com

About Wyplay

Wyplay is a Europe-based ODM providing a range of internationally recognized designs for Media Center CE Devices including full-HD IPTV boxes, DVB Set Top Boxes, connected TVs, and in-home Multimedia-HDD products.

Wyplay offers solutions ranging from a pure software offering to a software and hardware offering up to an entire off-the-shelf product.

Wyplay's solutions have an unsurpassed range of connectivity and media playability.

In addition to an impressive technical and performance pedigree, Wyplay customizes and provides an elegant, intuitive, and easy-to-use User Interface that greatly contributes to the quality of experience for the most demanding customer. More info on www.wyplay.com.