

Rok Comics seeks hot talent and offers \$10k prize - and publishing opportunity - for best original comic or cartoon received

Comic Prize is Serious Business

Lancaster, England – JUNE 22nd 2007: ROK Comics, the UK-based online and mobile phone creative aggregator and publisher of comics and cartoons have announced a competition with a prize of \$10,000 (£5,000) for the best original comic strip or cartoon published it receives between now and the end of July 2007.

In addition, ROK are offering the winner of the prize the opportunity to feature front-and-centre online under a new section of the ROK Comics website to be called 'HOT TALENT.'

ROK Comics is a new opportunity for publishers and creators to reach a worldwide audience who will be able to download the comics via Pay Per Download or subscription via Multi Media Messaging (MMS).

"The mobile phone is the perfect delivery vehicle for comics. The back lighting provides incredible vibrancy and the MMS presentation format we have chosen works across almost all phones and network operators" commented ROK Comics Managing Editor, John Freeman.

In addition, ROK Comics offers "FreeFall Comics" – an advanced Flash-based web service enabling anyone to create strips using their own photos along with ready-made characters and backgrounds that can be delivered to mobile and email.

With access to millions of handsets through existing Mobile Network Operator Agreements, ROK Comics can deliver digital comics straight to mobile handsets and collect revenue for doing so.

Creators publishing professionally via ROK Comics will receive 50% of the available revenue on every sale, with full access to sales statistics, viewings and more.

Publishers can also create Free Samples of strips that can be viewed online and on mobile to promote their print editions, and let fans know about them by e-mail, and provide an "Embed" of a strip, which can be posted on web sites, blog or company site.

John Freeman, a veteran of the comics and magazine world is spearheading ROK Comics, part of ROK Media. John was previously an editor for Marvel UK, Titan Magazines and a number of independent publishers. At Marvel, he edited Doctor Who Magazine and several of the company's US titles such as the best-selling Death's Head II. He was also editor of Star Trek Magazine and oversaw the launch of titles such as Star Wars Magazine, and the UK editions of Simpsons Comics.

"John and I have been looking at the potential for comics on mobile phones for some time and now, with advances in handset technology and ROK's huge distribution network, we have finally made this a reality. We believe that this is a great mass market opportunity for creators and publishers alike. By enabling mobile delivery, syndication of their creations is now instantly possible, generating real revenue and we're delighted to be offering this fantastic cash prize for the best original content we receive." Said Graham Baines, CEO, ROK Media Ltd.

The £5,000 winner will be announced on the 1st August 2007.

ROK Comics is available via mobile and the web at www.rokcomics.com. ROK Media is a wholly-owned subsidiary of ROK Entertainment Group who announced in May this year they had agreed to be acquired by US publicly-listed company, CyberFund (OTC: CYFD) in a Share Exchange Agreement.

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Notes to editors:

ROK Comics, managed by ROK Media Ltd, is part of ROK Entertainment Group, formed in 2003.

ROK Entertainment Group provides mass-market mobile TV solutions over 2.5G GPRS, 3G and Wi-Fi.

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With over 150 staff and offices in the UK, USA, China, South Africa, Brazil, Russia, and Pakistan – ROK has a truly global footprint with mobile technology & content supply agreements with many of the worlds leading MNO's.

ROK pioneered the introduction of content filled memory cards (MMC/SD) and has a Global Patent on the technology.

