



NEWS RELEASE

BLISTER ENTERTAINMENT LAUNCHES LOCATION-BASED GPS GAMES FOR SPRINT CUSTOMERS ON NEXTEL NATIONWIDE NETWORK

Calgary, Alberta, Company Grows Leadership Position in Location-Based Entertainment

October 25, 2005, Calgary, Alberta, Canada – Blister Entertainment Inc., a division of KnowledgeWhere Corp., announced today an agreement with Sprint (NYSE: S) whereby customers using the Nextel Nationwide Network will be among the first mobile phone users in the United States to be able to download and play location-based GPS (Global Positioning System) games on their wireless phones.

Sprint customers on the Nextel Nationwide Network can now play Swordfish™ and Torpedo Bay™ games by downloading the applications directly from their Java™ - enabled Nextel phone. Each game costs \$4.99 per month.

“Blister Entertainment is pleased to work with Sprint because of its leadership position in the wireless market and location-based services industry,” said Paul Poutanen, President, Blister Entertainment. “Blister Entertainment’s appeal among wireless users in the United States will grow our position as the world’s leader in location-based entertainment.”

This is Blister Entertainment’s second major agreement with a US wireless carrier in the past two months. In a similar agreement in late August, Blister Entertainment launched the very first United States GPS-based games for wireless phones on the Boost Mobile service. Blister is well positioned to be a leader in location entertainment and poised for significant growth within the ever-growing mobile entertainment business sized at \$25 billion USD by 2007.

About Swordfish™

Swordfish is a location-based game that uses GPS technology to find schools of virtual fish located around the player. Users attempt to catch fish and can post their scores to an online leader board. Using GPS technology, included in all Nextel phones, a player's position is determined via a fish-finder so they can see where the nearest school of virtual fish is located in relation to their current position - just like real fishing.

Once the player hooks a fish – the phone vibrates and a tension meter appears on the left hand side of the phone's screen. Players need to toggle with the virtual line to gradually reel-in the Swordfish. Users shouldn't be too quick to reel it in fast as too much tension will snap their line. Not enough tension and the fish will escape. This location-based game makes the fishing fast and physical, and requires both patience and stamina to reel-in a "big one."

About Torpedo Bay™

Pilot the Navy's latest Scout Submarine and engage the enemy

Torpedo Bay is a location-based naval battle game that uses GPS technology in a Nextel customer's phone to locate health and ammo around them then mount the high seas and battle for their survival. Once the phone determines the player's location, the screen changes to a top-down view of a map with ships, health and ammo located on it.

Torpedo Bay offers a unique 360-degree view of the ocean world around the player. The phone's screen is a window into the virtual world. Points are awarded for each hit and sunk ship. Players lose health for every hit. Throughout the game, the player's score is posted to Torpedo Bay's leader board, providing a view of high scores or ranking against other players.

About Blister Entertainment/KnowledgeWhere

Blister Entertainment is a world leader in location-based entertainment, creating a wireless playground for mobile phone subscribers. The company creates and publishes location-based entertainment products for mobile operators around the world. Blister Entertainment is a wholly-owned subsidiary of KnowledgeWhere Corp. - an emerging world leader in the integration of location-based technologies with mobile content and entertainment using its Mobile Entertainment System™.

Headquartered in Calgary, Canada, KnowledgeWhere develops and supports location-based entertainment products and services, which are licensed to and marketed through Blister Entertainment. The company's products are designed with one thing in common – location – and supported by an array of technologies that are driving the location-based entertainment industry. Together, these companies provide location-enabling tools, products, and services for the fast-growing mobile entertainment industry. Most recently, KnowledgeWhere won the 2005 prestigious 3G CDMA Award of Achievement for Most Innovative Entertainment Technology. For more information, please visit: www.blisterent.com or www.knowledgewhere.ca

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