



## **Blaze International Limited**

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The Manager  
Australian Stock Exchange Ltd  
Level 4, 20 Bridge Street  
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### **By E-lodgement**

#### **Announcement: Global Rebranding of Famous3d [Telecommunications]**

The Directors of Blaze International Limited are pleased to announce that from this date onwards Blaze will be re-branding the telecommunications assets of Famous3d as ~ KEMELEON [pronounced chameleon]. Kemeleon is about to be relaunched as a global Multimedia Messaging Service [MMS] platform leveraging the existing contracts in Japan with the OKI Corporation and further global licensing opportunities.

The Famous3d brand will be retained only as the underlying Facial Animation engine and software which is currently used by the global film and animation production industry.

#### **Announcement: Kemeleon secures landmark Korean Licencing Agreement**

The Directors are also pleased to announce that ratification of the first 'Kemeleon' Master Licencing Agreement in the Korean market has been reached with 'iFeel I&C Co Ltd.' ("iFeel"). iFeel will exclusively represent the Kemeleon MMS platform to the South Korean carriers with a view to establishing the service in the next six months. Korea currently have in excess of 30M mobile handsets deployed into the market with over 20M MMS enabled.

Blaze will receive a 50% trailing royalty of all transaction sales with an anticipated launch date of April 2006.

Please direct any enquiries regarding this announcement or any other company activities to the writer.

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