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Press Release

Blue Heat Games announces a new line of innovative music games

The leading mobile game studio plans to develop and distribute games built around platinum selling artists.

Atlanta, GA – August 28, 2008 – Music is a dominate category in the game industry. Some of the top selling games are Guitar Hero and Rockband. Blue Heat plans to enter that category by working with top artists and developing and distributing games around their likeness.

Blue Heat plans to release a series of games starting at the end of 2008 and going into all of 2009. The games are uniquely designed around each artist and will be developed for multiple gaming platforms, including mobile, Nintendo DS, Xbox Live Arcade, and web.

Marcus Matthews, CEO of Blue Heat Games states *“Musical artists have huge followings. As entertainment goes digital, developing mobile and casual games can create a significant revenue stream for artists.”*

About Blue Heat Games

Blue Heat is a leading developer of handheld games. Blue Heat was founded in 2001 and has developed over 30 games to date. Blue Heat has grown into one of the largest independent handheld and mobile game development studios in the US.

Blue Heat has worked with some of the biggest game publishers in the business, including THQ, Sony Pictures Wireless, Major League Baseball, Oasys Mobile, and EA Sports. Blue Heat has developed award winning and best selling games and is recognized as leader in its space.

Blue Heat brings first-class game development talent from the console and PC gaming world. Team members have over 30 years of professional experience in the gaming industry and developed games that have sold over 5+ million units worldwide, which include Mall Tycoon for Take Two and NFL 2K for the Sega Dreamcast. The group is applying those same successful design and production methodologies to current products.

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