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**Exponential Entertainment Sweeps GamesBeat 2009
“Who’s Got Game?” Competition**

*Company’s Strategy of Connecting Movie Fans Through Social Games and Applications
Wins Industry Judges Panel and Peoples’ Choice Awards*

Seattle, WA, March 26, 2009 -- Exponential Entertainment (www.exponentialent.com) announced today that it has been selected as the winner of the GamesBeat 2009 Conference “Who’s Got Game?” competition in San Francisco, sweeping both the Judges Panel and Peoples Choice categories. Following a five-minute presentation and brief demo in front of a panel of esteemed industry judges, Exponential Entertainment was elected as the winning entrant among seven other finalists who presented in the culminating event of the GamesBeat 2009 Conference in San Francisco (<http://venturebeat.com/gamesbeat-2009/whos-got-game/>).

Exponential Entertainment was also awarded the “Who’s Got Game? People’s Choice Award,” where audience members, viewers of the GamesBeat live online video stream and followers on Twitter registered their votes for the best presentation via text message.

“We are humbled to receive recognition and validation from both the esteemed judges’ panel and the people’s online community. Winning these awards validates our vision of bringing social games and applications to fans of movies wherever they go online. And, in this challenging economic environment, the significance is not lost on us,” said Dave Long, chief executive officer and co-founder of Exponential Entertainment. “We have great confidence in our ability to execute heading into our service beta release in the second quarter, and I really want to recognize the tremendous effort of our team who are working hard to build a great service for movie fans and players.”

Dean Takahashi, VentureBeat’s lead writer for digital media added, “It was clear from the start that Exponential Entertainment had a proven team, they had an ambitious plan, and were very far along in their development. That made it much easier to select as the winner. We’re happy they chose GamesBeat 09 to unveil their plans to make movie-related games that are fun to play.”

Exponential Entertainment is led by an executive team with deep roots in game creation, entertainment and new media technology. Co-founders Dave Long and Bill Kuper were integral

in the development and design of the highly-successful “Scene It” DVD-based entertainment game. Based in the gaming hotbed of Seattle, the company has also attracted experienced talent from the casual games, digital media and entertainment industries as it seeks to leverage the social web and ubiquitous mobile platforms to bring a library of entertaining games and applications to players, wherever they go online.

In the second quarter, the company will enter the beta phase of their social games service at www.hollywoodplayer.com and will release their first mobile applications via the iPhone App Store. Fans and players will find a suite of social games, features and applications built from the clips and stills of their favorite Hollywood films, bringing them a whole new way to enjoy and love movies.

About GamesBeat 2009

The GamesBeat “Who’s Got Game?” competition began with over 50 applicants, and was ultimately narrowed down to 7 competing finalists -- all new gaming startups that have demonstrated the innovation and potential to shake up the industry and succeed in a hyper-competitive, shrinking economy. Exponential Entertainment was selected as the winner by a group of gaming industry experts and investors, including VentureBeat’s Dean Takahashi, Kevin Bachus, co-creator of the Xbox, Jamil Moledina of EA Partners, James Cham of Bessemer Venture Partners and Jay Eum, Managing Director at TransLink Capital.

About Exponential Entertainment

Exponential Entertainment is the creator of innovative and engaging multi-platform games for fans of Hollywood film and TV. With deep domain experience in game creation, entertainment production, and new media technologies, Exponential Entertainment embraces the hottest trends in casual games and social media and turns Hollywood movies into online and mobile games with the sights and sounds of real cinema. Follow us on Twitter: @HollywoodPlayer.