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FOR IMMEDIATE RELEASE

Exponential Entertainment Launches Its First iPhone App

New Movie-Based “Ask the Stars” App Uses Blockbuster Movie Clips to Answer Life’s Burning Questions

SEATTLE, WA (October 9, 2009) -- Exponential Entertainment (www.exponentialent.com) announced today it has executed the next phase of its strategy with the launch of its first mobile application for the iPhone and iPod Touch, *Ask the Stars*. Available immediately on [Apple’s App Store](#) for 99¢, the new app demonstrates further extensibility of the company’s HollywoodPlayer experience to multiple platforms.

Ask the Stars spotlights actual movie scenes using the iPhone’s high quality media player and accelerometer for a high-tech spin on the classic Magic 8-Ball toy. Any of life’s burning questions, such as “Do these pants make me look fat?” can be answered by shaking the device and getting a response from some of Hollywood’s biggest stars in their most memorable movie moments. A brief video demonstration of *Ask the Stars* is available here:

<http://www.hollywoodplayer.com/askthestars>

“*Ask the Stars* is the tip of the iceberg of the entertainment value we can deliver to the mobile apps market,” said Dave Long, chief executive officer and co-founder of Exponential Entertainment. “The release of our first iPhone/iPod Touch app is a critical milestone in our overall plan to evolve the HollywoodPlayer experience. We’re continuously providing our growing entourage of users innovative and fun new ways to experience our casual games and apps.”

Expanding Channels to Reach New Users

In line with the Company’s plan to extend the HollywoodPlayer experience to users wherever they may be online, Exponential Entertainment also recently released a [Facebook](#) version of HollywoodPlayer, demonstrating seamless extension of the web site experience to the enormously popular social media site. Standard features from HollywoodPlayer.com, such as user status and prize redemption are available to the Facebook user, and two of their existing games, *Double Exposure* and *Movie Match Up*, can be played there as well. With these new channels in place, Exponential Entertainment continues active development and execution of its aggressive roadmap of new games, interactive applications and social media capabilities.

About Exponential Entertainment

Exponential Entertainment is the creator of an innovative and engaging multi-platform games service for fans of Hollywood content. Based in the gaming hotbed of Seattle, WA, Exponential Entertainment leverages deep domain experience in game creation, entertainment production,

and new media technologies, to deliver a social game service that entertains and engages players wherever they go online. Through the company's HollywoodPlayer online service (www.hollywoodplayer.com), [Facebook](#), and mobile apps, fans and players will find a suite of social games, widgets and applications built from the sights and sounds of memorable movie moments, bringing them a whole new way to interact online and experience the movies they love. The company was recognized as winner of the VentureBeat "Who's Got Game" Judges' and People's Choice awards for outstanding new game service. Follow HollywoodPlayer on [Twitter](#) (@HollywoodPlayer), and on [Facebook](#).