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**Exponential Entertainment Hires Jon Grande as EVP
and General Manager of Online Services**

*Game Industry and Microsoft Veteran Joins Company to Lead Buildout of Social Gaming
Service for Fans of Hollywood Movies*

Seattle, WA (April 7, 2009) -- Exponential Entertainment (www.exponentialent.com), creators of the award-winning social games service, Hollywood Player (www.HollywoodPlayer.com), announced today that it has appointed Jon Grande as its Executive Vice President and General Manager of Online Services. With more than 15 years of games industry experience at leading companies such as Microsoft Game Studios and the MSN Gaming Zone, Grande brings his know-how of operating free and subscription games services for tens of millions of users and hundreds of thousands of concurrent players to the executive team at Exponential Entertainment.

“Jon has earned a reputation in the gaming industry as an innovative, strategic, and results-driven leader who understands how to deliver fun, engaging experiences to casual gamers,” said Dave Long, chief executive officer and co-founder of Exponential Entertainment. “Combining Jon’s domain expertise in casual gaming with our experience in creating immersive game experiences from Hollywood content will bring our players a superior experience with our online and mobile social game service.”

“I’m excited to bring my experience in managing the design, implementation and operation of social gaming services to bear with the Exponential Entertainment team’s tremendous expertise in building movie based games, said Grande. “And, I am tremendously passionate about Hollywood movies, so I can absolutely relate to the social, community and gameplay experiences from a true fan’s perspective. I’m thrilled to be joining the company as we ready our service for launch.”

Jon is a veteran of the online and connected console game industry. During a 17 year career at Microsoft, Jon was involved in growing Microsoft Game Studios from a team of 30 to over 1000 and served as Executive Producer on several award winning games for Windows, Xbox and Xbox360. Jon also managed key relationships with Microsoft’s top development partners, including BioWare, Turbine Entertainment, Gas Powered Games, and Marvel Enterprises. Jon also started the MSN Gaming Zone, which attracted more than 200 million users, and he contributed

to the strategies for both MSN Games and Xbox Live. Following his tenure at Microsoft, Jon was a co-founder of Blade Games (<http://BladeGamesWorld.com>), a venture backed game development tools and integrated services company. Jon currently serves as a Board Advisor to PlaySpan (<http://Playspan.com>), a provider of commerce services for massively multiplayer games.

In his role as General Manager of Online Services, Jon will be responsible for delivery of the social mechanics, game development, and player rewards for the HollywoodPlayer service. He will work with the team at Exponential Entertainment to push the envelope on extensibility so that movie fans can participate with the HollywoodPlayer community from any connected device. Jon will also collaborate with studio and strategic partners to maximize the potential reach and impact of HollywoodPlayer on the world of connected entertainment.

About Exponential Entertainment

Exponential Entertainment is the creator of innovative and engaging multi-platform games for fans of Hollywood film and TV. 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) fans will experience the sights and sounds of real cinema in casual games, applications and widgets while connecting and socializing with friends. The company was recently recognized as winner of the VentureBeat "Who's Got Game" Judges' and People's Choice awards for outstanding new game service. Follow us on Twitter: @HollywoodPlayer.

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