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Exponential Entertainment Debuts Public Beta of HollywoodPlayer.com

New Casual Gaming Experience Connects Blockbuster Film Fans Through Movie-Based Social Games and Applications

SEATTLE, WA (August 3, 2009) -- Exponential Entertainment (www.exponentialent.com) announced today it has entered the public beta phase of its flagship social games service, [HollywoodPlayer](#). Tapping into the sights and sounds of hit movies by using actual scenes, HollywoodPlayer.com offers casual games, applications and widgets while enabling users to socialize and play games with friends online. HollywoodPlayer was recently recognized as winner of the VentureBeat "Who's Got Game" Judges' and People's Choice awards for outstanding new game service.

The Company also announced it has released its first game on Facebook, [Double Exposure](#), which challenges players to spot differences between altered film frames and the originals. The release of Double Exposure is an early indicator of the extensibility of HollywoodPlayer to the social web, and its ability to engage users wherever they may be online, whether they're connecting with friends on the site, or interacting on Facebook.

"Today we're pulling back the curtain on a very exciting development for casual gamers and movie fans who are active, enthusiastic participants in the immersive social web," said Dave Long, CEO and co-founder of Exponential Entertainment. "The launch of a public beta program for HollywoodPlayer.com marks a significant milestone for us as we move ever-closer to unleashing the full experience. We're looking forward to hearing from and engaging with our users, as we know that their feedback will help us in building the most compelling features for the site and our games."

The Company continues active development and execution of its aggressive roadmap of new games, interactive applications and social media capabilities, including plans to release their first mobile applications for the iPhone and iPod Touch in the near future. Wherever they engage with the service, fans and players will find a suite of social games, widgets and applications built from memorable movie moments, bringing them a whole new way to love movies.

About Exponential Entertainment

Exponential Entertainment is the creator of innovative and engaging multi-platform games for fans of Hollywood content. Based in the gaming hotbed of Seattle, WA, Exponential Entertain-

ment 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 experience the sights and sounds of real cinema in casual games, applications and widgets while 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 HollywoodPlayer on [Twitter](#) (@HollywoodPlayer), and on [Facebook](#).