



****Media Alert****

Amazon.com's Deal of the Day is Deadly Premonition for \$14.98!

There has never been a better time to visit Greenvale!

Glendale, CA—April 7, 2010—Ignition Entertainment announced today that *Deadly Premonition* is the “Deal of the Day” on Amazon.com for the reduced price of \$14.98, over a 25% price drop. *Deadly Premonition* is a third-person survival-horror action adventure game that places players in the role of Special Agent Francis York Morgan, the FBI agent in charge of investigating the brutal killing of a local beauty and solving the mystery of the “Red Seed Murders.” *Deadly Premonition* is exclusive on Xbox 360® videogame and entertainment system from Microsoft.

This is your chance to experience the game that has made a remarkable impact on the gaming industry, creating a cult like following among those who love B-horror movies, ironic humor and shamelessly contrived dialogue and cultivating distain among those who just don't “get” the unique and strangeness of the game. To buy your copy visit Amazon.com at: <http://tinyurl.com/yf1qa97>

Deadly Premonition Gameplay Features:

- Over 20 hours of gameplay!
- Open world adventure- can you survive the town of Greenvale?
- Numerous side quests
- Large cast of eccentric characters, each with their own unique stories and agendas
- Multiple mini-games, including fishing and racing, which gain you experience points to upgrade Agent York's arsenal
- Dozens of melee, ranged and hidden weapons to choose from to battle the forces of evil

Deadly Premonition is rated “M” for mature by the ESRB. For more information please visit www.deadlypremonition.com.

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ABOUT IGNITION ENTERTAINMENT LTD.

Ignition Entertainment Limited is a UTV Media Communication company. Ignition was created by a core team of gaming industry veterans with the purpose of building upon their successful track record to develop and publish within the international games industry. You can find more information about Ignition Entertainment Ltd. at <http://www.ignitionusa.com>

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