

Metal Slug 7™ for Nintendo DS Detonates in Stores on November 18, 2008

Includes Special Bonus Disc Containing Exclusive Wallpaper and Game Trailers

Glendale, CA – November 17, 2008 – Ignition Entertainment Ltd., a UTV Enterprise, a worldwide publisher and developer of videogames, in conjunction SNK Playmore is pleased to announce that **Metal Slug 7™** for Nintendo DS is confirmed to blast into retail stores nationwide on November 18, 2008. Along with the fast-paced 2-D shooting action for which the franchise has been widely renowned, Ignition is offering as a gift to fans a special bonus disc including exclusive wallpaper and game trailers.

“Adding a premium extra to the game is our way of saying thank you to the fans who have given so much loyal support and dedication to the *Metal Slug* series throughout the years,” said Ajay Chadha, President of Ignition Entertainment. “We hope that *Metal Slug* lovers are as excited as we are about this upcoming release!”

Hailed by *Nintendo Power* as a game “as true to its roots as it can get,” and saluted by *PLAY* magazine as “A raging run ‘n gun, tailor made for life on the go,” **Metal Slug 7** features seven brand new and fully detailed missions and six playable characters along with a host of new weapons, colossal new bosses, new Slugs to pilot and new gameplay modes for added replay value.

First revealed in 1996, the *Metal Slug* series has continuously dazzled legions of fans with its awesome variety of frenetic action and superbly balanced, non-stop gameplay. Its unique art style and memorable boss battles have been lauded as sheer artistry and have been acclaimed by game fans of all genres.

For more information, please visit www.metalslug7-us.com

For assets including fact sheets, screens and artwork please contact Susan Hale, Executive Director of Public Relations at Ignition Entertainment via email susan@ignitionusa.com or by phone (818) 502-5387 to receive your password to the all-new Ignition Entertainment Press Center.

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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 www.ignitionusa.com.

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