



Ignition Entertainment Opens Additional Development Studios

Newly Opened Studios in Tokyo and Florida Show Commitment to Next Gen Development

December 17, 2007 – Marina Del Rey - Ignition Entertainment Ltd., a UTV Software Communications Ltd enterprise, a worldwide publisher and developer of videogames, announced today that it will be expanding its videogame development capabilities by opening studios in both Japan and the USA.

Ignition Tokyo and Ignition Florida will further develop the company's capabilities to create original and innovative intellectual properties for the electronic entertainment industry.

These additional studios, along with Digi-Guys, will be responsible for the creation of new IP specifically for the next generation formats. As previously announced, Ignition Entertainment's goals are to include development of original IP and licenses across a number of formats.

"This is an important time for us. With the addition of these new studios we will increase our capacity for producing original product," said Vijay Chadha, Ignition Entertainment CEO and co-founder. "The opening of both Ignition Florida and Tokyo is a stepping stone to building a stronger and more focused development group. These studios are an important addition to the company and will be a solid foundation on which future plans will be built."

Ignition Tokyo and Florida will join Digi-Guys (*WarDevil*) in the common goal of pushing far beyond the confines of conventional 'next-gen' thinking and produce unique, innovative and platform leading videogames & digital content across all media, utilising a broad spectrum of games & movie CG experience. Details of the projects being worked on will be released in the coming months.

For more information on Ignition Entertainment titles please visit www.ignitionent.com

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ABOUT IGNITION ENTERTAINMENT LTD

Ignition Entertainment Limited, a UTV Software Communications Ltd Enterprise, is software Developer & Publisher of handheld and console games. Created by a core team of industry veterans with the purpose of building upon their successful track record within the international Game Industry, Ignition's intent is to bring a fresh new approach to both the development & distribution of original gaming product.

Incorporated in April 2002 from a select group of smaller studios & publishers, Ignition continues its expansion. Considerable Intellectual Property Rights and a healthy back catalogue of established game titles & franchises provide the launch platform for many new ideas & concepts.

At the center of this is Digi-Guys, Ignition's wholly owned subsidiary – with its roots in Videogames & High End CGI, as well as Post-Production & VFX for movies. Based in its own high-end facility inside the world famous Ealing Studios (London, UK), the studio's remit is to push far beyond the confines of conventional 'next-gen' thinking and produce unique, innovative and platform leading Videogames & Digital content across all media, utilizing a broad spectrum of Game & Movie CG experience.

With its European HQ in Waltham Abbey (UK) and offices in Tokyo, Japan & Los Angeles, USA, plans are being drawn for the release of a number of innovative titles across all major Game Platforms during 2008/9.

UTV Software Communications Ltd Headquartered in India owns a 70 % stake in Ignition.

ABOUT UTV SOFTWARE COMMUNICATIONS LTD

UTV Software Communications Ltd. is India's foremost Media & Entertainment Company with leadership position in 4 Verticals that includes Motion Pictures, Broadcasting, TV Content and Interactive (i.e. Animation and Gaming). Listed on the Mumbai Stock Exchange & the

Motion Pictures business is listed on the AIM, London Stock Exchange. It has subsidiaries with offices across India, the UK and USA. More information on the group is available at: www.utvnet.com

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