

OBSCURE: THE AFTERMATH AND THE AUDITION SET TO 'WARM UP' BOTH GAMERS AND MUSIC FANS

MARINA DEL REY, CA – February 27, 2008 – Ignition Entertainment has partnered with Chicago-based music group THE AUDITION on the band's latest music video. The music video for "Warm Me Up," the pop-rock quintet's first single off their second album, *Champion* (Victory Records), features gameplay footage from Ignition's upcoming survival-horror videogame **Obscure: The Aftermath** (Wii™, PlayStation®2 computer entertainment system, PC). In turn, The Audition provided several songs for use in a series of groundbreaking live-action trailers created by Ignition to promote **Obscure: The Aftermath**.

"The Audition is a fantastic band, and their energy on the single 'Warm Me Up' really complements our teen horror game **Obscure: The Aftermath**," said Ajay Chadha, president of Ignition Entertainment USA. "The videogame has a unique blend of genuine horror, witty dialogue and awesome co-op gameplay. It's only fitting that this one-of-a-kind game benefits from such a unique, synergetic collaboration between the music and videogame industries."

The first-of-their-kind trailers are the opening scenes from **Obscure: The Aftermath** and follow the story of a group of friends attending college who discover that a mysterious black flower, with addictive hallucinogenic effects, also has the terrifying ability to transform people into hideous monsters. The films were shot at the old American Greetings Creative Studios building set just outside of Cleveland, Ohio, and feature a cast of sexy, young men and women, including Cleveland native Matt Waldeck, who recently appeared in "The Young and the Restless." The Audition's "Warm Me Up" music video was shot in conjunction with the trailers and features the same set and actors.

For more information about The Audition or their sophomore album, *Champion*, please visit www.theauditionrocks.com or www.myspace.com/theaudition.

Published by Ignition Entertainment and Playlogic International N.V. and developed by Hydravision Entertainment, **Obscure: The Aftermath** is rated "M" for Mature and slated for release on March 25, 2008 on the Wii, PlayStation 2 system and PC.

Adapted from The Audition's original "Warm Me Up" music video featuring **Obscure: The Aftermath**, the Obscure gameplay focused video will debut Wednesday, February 27th on IGN.com (<http://music.ign.com/>). The **Obscure: The Aftermath** video series can also be viewed by visiting www.obscureaftermath.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.ignitionent.com>

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ABOUT VICTORY RECORDS:

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