



LET THE NIGHTMARE BEGIN!
OBSCURE: THE AFTERMATH GOES GOLD ON Wii™,
PLAYSTATION®2 SYSTEM AND PC

Ignition Entertainment's Highly Anticipated Survival Horror Title Will Ship to North American Retailers on March 25th, 2008

Marina Del Ray, Calif. – March 19, 2008 –Ignition Entertainment Ltd., a worldwide publisher and developer of videogames, and co-publisher Playlogic today announced that ***Obscure: The Aftermath*** has reached Gold Master status! It is scheduled for release on March 25, 2008, for Wii™ home video game system from Nintendo (\$29.99), PlayStation®2 computer entertainment system (\$19.99) and PC (\$14.99).

“Survival horror gamers have been anxiously waiting for this game, and we’re pleased to announce that it is ready to go,” said Ajay Chadha, president of Ignition Entertainment USA. “We are all excited about this release. Retailers are anticipating its arrival and gamers are ready to get playing. We have had phenomenal feedback with our live action trailers from hardcore gamers, industry professionals, and the public at large. It has been a pleasure working on this title and exercising our diverse marketing techniques.”

The story of ***Obscure: The Aftermath*** follows the survivors from Leafmore High, now enrolled at Fallcreek University, where the unsuspecting student body has a new addiction – strange black flowers that have suddenly sprung up all over campus. As the students begin experimenting with the substance they realize there is more to these flowers, turning their bad trips into a horrible reality. ***Obscure: The Aftermath*** is heavily inspired by teen horror movies with an onslaught of creepy gruesome imagery. This title includes mind-bending puzzles, an all-new 2-player co-op gameplay mode, and an awesome hair-raising soundtrack.

To learn more about ***Obscure: The Aftermath*** visit the official website at www.obscuraftermath.com.

Obscure: The Aftermath is rated ‘M’ for Mature by the ESRB.

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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>

ABOUT UTV SOFTWARE COMMUNICATIONS LTD:

UTV Software Communications Ltd. is India's foremost Media & Entertainment Company with leadership position in four Verticals that includes Motion Pictures, Broadcasting, TV Content and Interactive (i.e. Animation and Gaming). Listed on the Mumbai Stock Exchange with the Motion Pictures business listed on the AIM, London Stock Exchange. Walt Disney Inc. holds a strategic stake in UTV. It has subsidiaries with offices across India, the UK and USA. More information on the group is available at www.utvnet.com

ABOUT PLAYLOGIC:

Playlogic Entertainment, Inc. is an independent publisher of entertainment software for PCs, consoles, handhelds, mobile devices, and other digital media. Playlogic distributes its products worldwide through all available channels, online and offline. Playlogic, who currently has approximately 75 employees, is listed on the OTCBB under the symbol "PLGC" and is headquartered in New York and Amsterdam. Its internal game development studio is based in Breda (The Netherlands).

Playlogic's portfolio includes games that are being developed by several teams at the Playlogic Game Factory, Playlogic's in-house development studio based in Breda, as well as games developed by a number of studios throughout the world with approximately 300 people of external development staff.

Playlogic publishes quality games, working with leading technology to produce digital entertainment from concept to finished product.

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