

PRESS RELEASE

Infernal Hell's Vengeance Sees the Light of Day in the Land of the Rising Sun

Playlogic's Action-packed shooter will get a Xbox 360 release in Japan!

New York/Amsterdam — August, 7 2009 -- Playlogic Entertainment, Inc. (Nasdaq OTC: PLGC.OB), an independent worldwide publisher of entertainment software, is pleased to announce that ***Infernal: Hell's Vengeance*** will be released in Japan for the Xbox 360® video game and entertainment system from Microsoft.

Playlogic recently signed a deal with Zoo Corporation and Russell Corporation who will publish the game in Japan.

Rogier Smit, VP of Playlogic said: "We are thrilled that our first Xbox 360 game will be released in Japan, which proves that its story and gameplay mechanics are globally appealing. We are confident in our cooperation with Zoo and Russell to successfully bring Infernal: Hell's Vengeance to the Japanese market."

Tatsuya Yonekawa, President of Russell Corporation said: "We are very excited to bring Infernal to Japanese gamers. They will enjoy a new entry of a quality Xbox 360 game like Infernal and we are proud to make that happen."

About Infernal Hell's Vengeance

Former Etherlite Secret Agent Ryan Lennox, now obsolete and betrayed by those close to him is a man who knows no fear! In a desperate bid to uncover his former employers secret agenda Lennox makes a pact with the devil. Embarking on an action-packed voyage into a world of deception and betrayal, armed with special abilities and military grade weaponry, Ryan Lennox is a man who must succeed.

Lennox will need to master his devilish powers to uncover the truth and restore the delicate balance of good and evil. The captivating plot sees Lennox journey from ancient monastery catacombs and secret mountain hideouts to sprawling harbor docks and industrial oil refineries, before finally facing his ultimate showdown...

Infernal uses a state-of-the-art Physics engine enabling highly interactive worlds with destroyable walls and objects, while giving the player the ability to use a vast array of weapons. This is supported by using high-level graphics and a stunning overall design based on locations throughout Europe and the USA.

Features:

Stunning 3rd Person Shooter with deep and engaging storyline
Explore a range of stunning environments and locations across three levels of difficulty
Over 10 hours of gameplay

Control a variety of guns and weapons as well as supernatural forces to increase their power
Engage in Hand to Hand combat, or utilize a range of weaponry
Duck and cover system to avoid enemy attacks
Fight intelligent opponents who use the environment to their advantage
Utilize a vast array of supernatural powers such as telekinesis & teleportation to overcome obstacles and enemies
Harvest the energy of your enemies to heal and to replenish your Infernal mana

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ABOUT PLAYLOGIC:

Playlogic Entertainment, Inc. is an independent worldwide publisher of entertainment software for consoles, PCs, handhelds, mobile devices, and other digital media. Playlogic distributes its products through all available channels, online and offline. Playlogic, who currently has approximately 110 employees, is listed on Nasdaq OTC under the symbol "PLGC.OB" and is headquartered in New York, USA and Amsterdam, the Netherlands. Its in-house game development studio "Playlogic Game Factory" is based in Breda (the Netherlands).

Playlogic's portfolio includes games that are being developed by several teams at the Playlogic Game Factory, as well as games developed by a number of studios throughout the world with approximately 400 people of external development staff. The Playlogic Game Factory also develops first party titles for Sony Computer Entertainment Europe (SCEE).

Playlogic publishes quality games, working with leading technology to produce digital entertainment from concept to finished product. Playlogic plans to publish 20 titles, on several platforms, during 2008.

FORWARD LOOKING STATEMENTS:

This release contains statements about PLAYLOGIC's future expectations, performance, plans, and prospects, as well as assumptions about future events. The reader is cautioned not to put undue reliance on these forward-looking statements, as these statements are subject to numerous factors and uncertainties, including without limitation, business and economic conditions and trends; fluctuations in operating results; reduced customer demand relative to expectations; competitive factors; and other risk factors listed from time to time in the company's SEC reports. Actual results may differ materially from our expectations as the result of these and other important factors relating to PLAYLOGIC'S business and product development efforts, which are further described in filings with the Securities and Exchange Commission. These filings can be obtained from the SEC's website located at www.sec.gov. Any forward-looking statements are based on information available to PLAYLOGIC on the date of this release, and PLAYLOGIC assumes no obligation to update such statements.

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