



PLAYLOGIC®

HACK N' SLASH YOUR WAY TO A BLOODY HALLOWEEN AS *FAIRYTALE FIGHTS™* HITS STORES OCTOBER 27TH IN NORTH AMERICA

New York—Aug 17, 2009—Playlogic Entertainment, Inc. (Nasdaq OTC: PLGC. OB), an independent worldwide publisher of entertainment software, is pleased to announce that *Fairytale Fights* will be available in retail stores nationwide October 27th for Xbox 360™ video game and entertainment system from Microsoft, PLAYSTATION®3 computer entertainment system.

Using the Unreal 3 Engine like you've never seen it, *Fairytale Fights* takes popular characters and tales from the pantheon of well known fairytales and turns them on their heads as players must fight their way through hordes of bloodthirsty enemies on a quest to restore their own personal honor and re-establish peace in the land of fairytales.

Inspired by twisted cartoons like *Happy Tree Friends* and *Itchy and Scratchy*, and featuring a wildly colorful and distinct art style, players can cooperatively complete quests in the single-player storyline or compete in chaotic multiplayer battle with up to 4 players.

Additional Game Features:

- **Dynamic Slicing** – Playlogic's proprietary mechanic allows players to cut anything off of any enemy anywhere in real time, rendering repetitive collision-based canned animations a thing of the past.
- **Volumetric Liquid System** – Blood, acid, vomit and goop, it's all rendered in real time allowing for any liquid to naturally combine with any other (often to hilarious ends), as well as real time trails, footprints and slipping to occur in the bloody mess.
- **Co-op for up to 4 players.**

- Over 100 weapons.
- One of the most distinctly unique uses of the Unreal 3 Engine on the market.
- Deep and interactive downloadable content to be released on a regular basis post launch.

In addition to its North American release, *Fairytale Fights* will launch in Europe on October 23rd for Xbox 360 and PLAYSTATION 3. *Fairytale Fights* will launch on PC in 2010. *Fairytale Fights* is pending rating from the ESRB.

For more information about Playlogic and to sign up to get all the latest breaking news regarding *Fairytale Fights* please visit www.fairytalefights.com. For the latest trailers, screenshots and other assets please visit www.reverbinc.com/playlogic.

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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 12 titles, on several platforms, during 2009.

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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