



Playlogic Launches Digital Distribution Portal

Gamessence.com Brings Playlogic Into The Digital Distribution Realm Offering Consumers Videogame Titles From All Genres

Amsterdam / New York - June 30, 2009 - Playlogic Entertainment, Inc. (Nasdaq OTC: PLGC.OB) announces today the launch of Gamessence.com, an online digital distribution platform that will feature hundreds of videogame titles from Playlogic and other third party publishers.

In conjunction with Metaboli, the world's largest online distributor of digital entertainment, Playlogic's Gamessence.com offers easy to use navigation menus, age ratings, screenshots, trailers and more. Gamessence.com will feature more than 40 titles at launch and will grow to include hundreds of titles in the coming months.

Some of the titles available at Gamessence.com starting today include *Obscure II*, *Aggression*, *Reign over Europe*, *Building and Co*, *You are the Architect!* and *Age of Pirates: Caribbean Tales*.

"Playlogic has taken an aggressive approach to become one of the world's leading videogame publishers, stated Rogier Smit, executive vice president of Playlogic. "Gamessence.com presents another revenue opportunity for Playlogic, providing us with the ability to fully manage our content directly into the hands of the consumer."

Today's news comes on the heels of a number of strategic announcements including the expansion of Playlogic's North American presence, Playlogic's plans to develop games for iPhone and iPod Touch, as well as the announcement of several internally developed games including *Fairytales Fights* set to launch this Fall.

For more information please visit www.gamessence.com

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.

FOR MORE INFORMATION

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For further information about Playlogic, the games she publishes and develops, artwork and press information, please visit our press section on www.playlogicgames.com