

FOR IMMEDIATE RELEASE



## Playlogic Reveals 2 New Playable Characters for the Highly Anticipated Fairytale Fights™ Hack n' Slash Game

*The Naked Emperor and Jack from Jack and the Beanstalk revealed!*

**New York —August 13, 2009** -- Playlogic Entertainment, Inc. (Nasdaq OTC: PLGC.OB), an independent worldwide publisher of entertainment software, announced today two additional characters that will be playable in **Fairytale Fights™** at its launch later this year. In addition to featuring the delightful Little Red Riding Hood and Snow White characters, players will also be able to take on the mantel of The Naked Emperor, or swap beans with the famous Jack from *Jack and the Beanstalk*. Check out these two new characters in a brand new trailer available now at [www.reverbinc.com/playlogic](http://www.reverbinc.com/playlogic). You can also download new **Fairytale Fights** character renders at the link above.

Based on the lead character from Hans Christian Anderson's *The Emperor's New Clothes*, the Naked Emperor is not unlike his fairytale namesake. Dressed to impress in his birthday suit, he'll skillfully manage to avoid revealing too much as he tears his way across the fairytale Kingdom in search of fame and fortune.

Jack from *Jack and the Beanstalk* is quite a naive young lad; however he has been known to slay a few giants in his time! Continuously on the lookout for treasures, Jack is an adventuring sort with a keen eye for the more bloodthirsty quest.

Both Jack and the Naked Emperor join Little Red Riding Hood and Snow White as all four characters set out on their quest to regain their lost fame and fortune from the fairytale kingdom.

Built on the Unreal Engine 3, **Fairytale Fights™** is a truly twisted hack'n'slash platform adventure from Playlogic Game Factory. Players assume the role of one of four much-loved fairytale characters whose glory days have long since passed. While embarking on a seemingly innocent journey to save the fairytale world from certain disaster, players traverse a series of colourful and enthralling levels filled to the brim with action-packed combat, fairytale storylines and loads of blood. Luckily, many different weapons lay strewn throughout the fairytale kingdom, which players can use to slice and dice their way through swathes of cute fluffy bunnies and imposing enemies alike.

"Fairytale Fights is the creative brainchild of our talented development team at Playlogic Game Factory and that's why we wanted it to be the first next-gen title that Playlogic builds in-house from the ground up," said Rogier Smit, executive vice president for Playlogic. "The game combines a truly unique storyline and fantasy environment with simple intuitive controls to offer players a whole new level of bloody slice-and-dice gaming."

Playlogic's proprietary in-house technology makes **Fairytale Fights** the first game ever in which players can truly dynamically slice through 3D models in real-time! Playlogic Game Factory has also developed a volumetric liquid system, granting liquids realistic properties. Blood will splatter across surrounding trees and leaves, and players will even have the ability to skid and surf through puddles of blood left by fallen foes.

**Fairytale Fights** features state-of-the art graphics, numerous characters and dozens of missions, as well as a variety of online and offline co-op capabilities. **Fairytale Fights** will launch on Xbox 360™ video game and entertainment system from Microsoft and and PLAYSTATION®3 computer entertainment system this holiday season.

For more information about **Fairytale Fights**, visit the game's official website at [www.fairytalefights.com](http://www.fairytalefights.com) and register for more info!

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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](http://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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**MEDIA CONTACT:**

Casey Lynch  
Reverb Communications  
[casey@reverbinc.com](mailto:casey@reverbinc.com)  
209-586-1495 x102