

*****MEDIA ALERT*****

Playlogic Announces GameStop *Fairytale Fights* Pre-Order Program

Pre-order Now to Get Your Limited Edition Fairytale Fights T-shirt

Exclusive Fairytale Fights Trailer at GameStop.com

New York—September 15, 2009—Playlogic Entertainment, Inc. (Nasdaq OTC: PLGC. OB), an independent worldwide publisher of entertainment software, announced today an exclusive ***Fairytale Fights*** pre-order incentive program with GameStop. Starting today, consumers can secure their copy of the hack n' slash platformer by visiting a GameStop store or going online here: [GameStop](#). In addition, all pre-orders will receive a Limited Edition ***Fairytale Fights*** t-shirt while supplies last.

The Limited Edition ***Fairytale Fights*** pre-order t-shirt features all four infamous ***Fairytale Fights*** characters, Little Red Riding Hood, Snow White, Beanstalk Jack and the Naked Emperor, with blood-soaked weapons drawn and ready to fight. Also, don't miss the gory action in a brand new ***Fairytale Fights*** trailer featuring all four characters, seen exclusively at GameStop.com [here](#).

Using the Unreal Engine 3 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 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 online or offline.

The GameStop ***Fairytale Fights*** pre-order program is available now through October 26, 2009 at [GameStop](#). Please visit your local GameStop for more information and incentive details. Incentive items will be available at the retailer at time of pick-up starting October 27, 2009.

Fairytale Fights will be released on October 27, 2009 in North America and October 23, 2009 in Europe on the Xbox 360® videogame and entertainment system from Microsoft and the PLAYSTATION®3 computer entertainment system. **Fairytale Fights** will be made available on PC in 2010.

Fairytale Fights is rated M for Mature by the ESRB.

For more information about Playlogic and to sign up to get all the latest breaking news regarding Fairytale Fights please register at 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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