

IGNITION ENTERTAINMENT TEAMS WITH RED 40 PRODUCTIONS FOR **OBSCURE: THE AFTERMATH** LIVE ACTION TRAILER SHOOT

First-of-its-Kind Production for Obscure Videogame Produces Short Film, Live-Action Trailers and Music Videos

FEBRUARY 7, 2008 – Marina del Rey, CA – Ignition Entertainment, a UTV Enterprise and worldwide publisher and developer of videogames, has partnered with multimedia company Red 40 Productions to create a series of groundbreaking live-action videos based on the upcoming survival-horror videogame **Obscure: The Aftermath** (Wii™, PlayStation®2 computer entertainment system, PC). The first-of-their-kind videos tell the story of a group of friends attending Fallcreek University who discover that a mysterious black flower with addictive hallucinogenic effects also has the terrifying ability to transform people into hideous monsters.

The video series depicts the opening scenes from **Obscure: The Aftermath** where we meet a group of friends enjoying a typical college party. Soon, their reality is shattered leading them on a journey where they face the ultimate fight to survive.

"I am extremely excited to be a part of this unique production bringing the music, videogame and film industries together like never before," said Red 40 Productions owner and CEO Don Tyler. "The films take key story and gameplay elements from **Obscure: The Aftermath** mixed with a script and cinematic components to give people a real taste of the mind-bending horror awaiting game players."

The films were shot at the old American Greetings Creative Studios building set just outside of Cleveland, Ohio, and features a cast of sexy, young men and women, including Cleveland native Matt Waldeck, who recently appeared in "The Young and the Restless."

"This is the right type of game for this type of project because it conveys a truly horrific feeling as you watch the raw emotion of the actors struggling to find a way to survive," said Ajay Chadha, President of Ignition USA. "We took the gameplay concept and added the live action elements in order to blur the lines between the game and reality. Watching the short film and accompanying videos will give you a good introduction to the story of the game."

In addition to the short film and trailers, Ignition will also release a developer interview with the videogame's creators and a special Behind-the-Scenes montage encompassing the five-day film shoot. A music video for "Warm Me Up," the latest single from Chicago-based rock group THE AUDITION, was also shot in conjunction with these films and features the same set and actors used in the **Obscure: The Aftermath** short film.

Published by Ignition Entertainment and Playlogic International N.V. and developed by Hydravision Entertainment, **Obscure: The Aftermath** is slated for release on March 25, 2008 on the Wii, PlayStation 2 system and PC.

Obscure: The Aftermath is rated "M" for Mature.

The **Obscure: The Aftermath** video series is set to start releasing Friday, February 8 and can be viewed by visiting www.obscureaftermath.com as well as IGN.com.

For more information about Red 40 Productions please visit www.red40productions.com.

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ABOUT IGNITION ENTERTAINMENT LTD.:

Ignition Entertainment Limited is a UTV Media Communication company. Ignition was created by a core team of gaming industry veterans with the purpose of building upon their successful track record to develop and publish within the international games industry. You can find more information about Ignition Entertainment Ltd. at <http://www.ignitionent.com>

ABOUT UTV SOFTWARE COMMUNICATIONS LTD:

UTV Software Communications Ltd. is India's foremost Media & Entertainment Company with leadership position in four Verticals that includes Motion Pictures, Broadcasting, TV Content and Interactive (i.e. Animation and Gaming). Listed on the Mumbai Stock Exchange with the Motion Pictures business listed on the AIM, London Stock Exchange. Walt Disney

Inc. holds a strategic stake in UTV. It has subsidiaries with offices across India, the UK and USA. More information on the group is available at www.utvnet.com

ABOUT RED 40 PRODUCTIONS:

Red40 Productions is a privately owned interactive entertainment company focused on creating extraordinary visual experiences. Founded in 2001, the Cleveland, Ohio based company has extensive experience creating stunning music videos, commercials, game trailers and innovative animated graphics. For more information on Red40 Productions, visit www.red40productions.com.

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