

Ignition Entertainment Builds Its Worldwide Portfolio With High-Profile Licenses, Product Acquisitions and Key Partnerships

Popular Licenses Including Crayola® and George of the Jungle™, Combined with Original Properties Like Teenage Zombies™ Bring Ignition to the Next Level

Marina Del Rey, Calif., November 8, 2007— Ignition Entertainment Ltd., a UTV Enterprise, a worldwide publisher and developer of videogames, announced today several key license and product acquisitions in a commitment to broaden its product portfolio with compelling interactive entertainment for consumers worldwide.

Ignition Entertainment recently closed deals for the European rights to develop and publish games based on the beloved children's licenses *George of the Jungle™* and *Crayola®*. The company signed publishing deals with Playlogic and Marvelous Entertainment to bring key properties to North America including *Obscure: The Aftermath* and classic games from the *Bubble Bobble* and *New Zealand Story* brands. In addition, Ignition continues to bring original content, like its wildly popular *Mercury Meltdown* brand, to North American audiences with the announcement last week of its exciting new project, *Teenage Zombies: Invasion of the Alien Brain Thingys*. Ignition Entertainment has offices in London, England; Tokyo, Japan and Los Angeles, California.

“We have been busy knocking on doors, meeting new partners, acquiring new properties and building our internal development—and you are now just starting to see the results of those efforts—but this is just the beginning,” said Ajay Chadha, President of Ignition USA and co-founder for Ignition Entertainment, Ltd. “Not only are we partnering with some of the world's best companies on key licenses and products, we are also building a strong and focused next-generation development group—people will be seeing quite a lot of Ignition in 2008 and beyond.”

Known best in the United States for its breakout hit and critically acclaimed puzzle game, *Mercury Meltdown* for the Wii™ home videogame system, PSP® (PlayStation®Portable) system and the PlayStation®2 computer entertainment system, Ignition Entertainment has been building its U.S. presence since 2004. In April of this year, Ignition Entertainment completed an investment acquisition deal with UTV Software Communications Ltd., India's foremost Media & Entertainment Company. In June of this year, the company announced that Ajay Chadha, one of the co-founders of the company, would join the U.S. office as its new President. With the new key executive leadership, an infusion of funds and a strong worldwide media partner, Ignition has grown and flourished in 2007 with key product and license acquisitions establishing its long-term, high-quality next-generation development.

Ignition Entertainment currently offers products across major gaming consoles and handheld platforms including the Nintendo DS™, Wii, PSP system, PlayStation 2 system and Xbox® video game console. In

addition, Ignition Entertainment has products in development for all major next generation platforms and Windows PC.

For more information on Ignition Entertainment titles, please visit www.ignitionusa.com

ABOUT IGNITION ENTERTAINMENT LTD

Ignition Entertainment Limited, a UTV venture, is a software Developer & Publisher of handheld and console games. Created by a core team of industry veterans with the purpose of building upon their successful track record within the international Game Industry, Ignition's intent is to bring a fresh new approach to both the development & distribution of original gaming product.

Incorporated in April 2002 from a select group of smaller studios & publishers, Ignition continues its expansion. Considerable Intellectual Property Rights and a healthy back catalogue of established game titles & franchises provide the launch platform for many new ideas & concepts.

At the center of this is Digi-Guys, Ignition's wholly owned subsidiary – with its roots in Videogames & High End CGI, as well as Post-Production & VFX for movies. Based in its own high-end facility inside the world famous Ealing Studios (London, UK), the studio's remit is to push far beyond the confines of conventional 'next-gen' thinking and produce unique, innovative and platform leading Videogames & Digital content across all media, utilizing a broad spectrum of Game & Movie CG experience.

With its European HQ in Waltham Abbey (UK) and offices in Tokyo, Japan & Los Angeles, USA, plans are being drawn for the release of a number of innovative titles across all major Game Platforms during 2008/9.

UTV India HQ media group bought a 71 % stake in Ignition in 2007.

About UTV Software Communications Ltd

UTV Software Communications Ltd. is India's foremost Media & Entertainment Company with leadership position in 4 Verticals that includes Motion Pictures, Broadcasting, TV Content and Interactive (i.e. Animation and Gaming). Listed on the Mumbai Stock Exchange & 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

"Teenage Zombies: Invasion of the Alien Brain Thingsys" © InLight Entertainment Inc.

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