

## RED MILE ENTERTAINMENT AND MTV GAMES RELEASE GAMEPLAY DETAILS FOR JACKASS™ THE GAME DS

### New Year's Resolution: Go Head to Head with your Jackass Friends

SAUSALITO, CA – January 3, 2008 – Red Mile Entertainment (OTCBB: RDML), a worldwide developer and publisher of interactive entertainment software, and MTV Games, part of Viacom's MTV Networks (NYSE: VIA, VIA.B) and publisher of innovative interactive products, announced today that *Jackass the Game DS* for the Nintendo DS™, will be shipping to stores nationwide January 15, 2008. The title joins the previously launched versions for the PlayStation®2 computer entertainment system and the PSP™ (PlayStation® Portable) system.

Inspired by the popular **Jackass** MTV television and movie series, *Jackass the Game DS* will provide endless hours of entertainment, insane stunts, mind-numbing antics, and ridiculous pranks as players take on the roles of Johnny Knoxville, Steve-O, Jason “Wee-Man” Acuna and many others from the **Jackass** crew. New to the DS version are five huge free-roaming, “sandbox” environments, from snow-capped mountains to sunny coastlands. Players will explore these richly detailed playgrounds while performing outrageous stunts and discovering crazy collectibles and hidden power-ups. *Jackass the Game DS* takes advantage of the platforms unique features, offering a variety of multiplayer modes where players compete head to head. Want to be a hot dog, matador, or good old Uncle Sam? Unlock hidden costumes that can make you look like an even bigger jackass!

“**Jackass** is one of the most recognizable and entertaining properties in today’s culture, and the DS game delivers the type of daring stunts, crazy pranks and wacky antics that fans are accustomed to,” said Chester Aldridge, CEO of Red Mile Entertainment. “By extending the **Jackass** video game series onto the Nintendo DS, we are expanding the audience for that platform while still appealing to its current installed base and demographic.”

The independent Entertainment Software Rating Board (ESRB) has rated *Jackass the game DS* “T” for Teen; descriptors include crude humor, language, mild blood, mild violence, and partial nudity. For more information about the ESRB visit [www.esrb.org](http://www.esrb.org).

For more information about *Jackass the game DS*, please visit [www.jackassthegame.com](http://www.jackassthegame.com).

#### **About Red Mile Entertainment, Inc.**

Red Mile Entertainment, Inc. is a worldwide developer and publisher of interactive entertainment software that is headquartered in Sausalito, California. Red Mile creates, incubates and licenses premier intellectual properties and develops products for console video game systems, personal computers and other interactive entertainment platforms. Red Mile has published a number of innovative titles. In 2005, Red Mile

successfully launched its first franchise game, *Heroes of the Pacific*, for multiple platforms including the PlayStation®2 computer entertainment system, Xbox® video game system from Microsoft and the PC.

**About MTV Games**

MTV Games is dedicated to creating, marketing and publishing high-quality, innovative interactive products that are relevant to the MTV audience and complements the core values of the MTV Networks brands.

**About MTV Networks**

MTV Networks, a unit of Viacom (NYSE: VIA, VIA.B), is one of the world's leading creators of programming and content across all media platforms. MTV Networks, with 130 channels worldwide, owns and operates the following television programming services - MTV: MUSIC TELEVISION, MTV2, VH1, mtvU, NICKELODEON, NICK at NITE, COMEDY CENTRAL, TV LAND, SPIKE TV, CMT, NOGGIN/THE N, VH1 CLASSIC, LOGO, MTVN INTERNATIONAL and THE DIGITAL SUITE FROM MTV NETWORKS, a package of 13 digital services, all of these networks trademarks of MTV Networks. MTV Networks connects with its audiences through its robust consumer products businesses and its more than 200 interactive properties worldwide, including online, broadband, wireless and interactive television services and also has licensing agreements, joint ventures, and syndication deals whereby all of its programming services can be seen worldwide.

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