



THQ Inc. and THQ*ICE Extend Deadline for *Dragonica™ Online* “Side-Scroller Showdown” Due to Overwhelming Response

98% of “Side-Scroller Showdown” Participants Name Dragonica™ Online the Best Free-To-Play MMO

Agoura Hills, CA – March 9, 2010 – THQ Inc. and THQ*ICE LLC, the recently launched joint venture between THQ and ICE Entertainment focusing on free-to-play online games, announced today that due to an overwhelmingly positive response it will extend the deadline of the [Dragonica™ Online “Side-Scroller Showdown.”](#) Participants now have until March 31, 2010 to register for the challenge that pays players of free-to-play MMO games to decide which title is more fun: [Dragonica Online](#) or the free-to-play MMO they’re playing now.

The “Side-Scroller Showdown” has already attracted thousands of sign-ups in the two weeks it has been live and as of today, 98% of users who have completed the challenge have named **Dragonica Online** the winner as the best free-to-play side-scrolling MMO.

“We are ecstatic to see the amount of interest this campaign has generated in the free-to-play MMO space,” said Eddie Chen, CEO of THQ*ICE. “When we first started this program I said we were confident players would see that Dragonica Online offers above and beyond what any other MMO out there provides; now the numbers prove it!”

As previously announced, those who complete the challenge will be able to claim their piece of \$50,000 redeemable for use toward their “Side-Scroller Showdown” winner. Participants who complete the process according to the program’s terms and conditions will be rewarded with a \$5 game credit that can be used in **Dragonica Online** or, if they so choose, for various other games. Participants who choose **Dragonica Online** as the winner of the showdown will receive a special “Side-Scroller Showdown” gift pack in addition to the \$5 game credit.

The **Dragonica Online** “Side-Scroller Showdown” is made up of three simple parts: exploring **Dragonica Online**, picking the showdown winner, and collecting the reward. Please see full details, instructions and rules by visiting <http://go.thqice.com/sss/>

The total value of all gifts is \$50,000, available while supplies last. For a complete list of rules and eligibility requirements, please visit <http://go.thqice.com/sss/>

Developed by Barunson Interactive, **Dragonica Online** is set in a world of dragons and magic and takes adventurers across the windswept land of El Grego to the far reaches of the world. Gorgeous visuals complement lightning fast combat while 3D battlegrounds let you get the upper hand on opponents. **Dragonica Online** is the only fantasy action massively multiplayer game that merges innovative 3D side scrolling gameplay, arcade combat and a comical, yet devastating, skill system into a single MMO.

Dragonica Online is rated E10+ for Everyone over the age of 10. For more information on THQ*ICE please visit: www.thqice.com. For more information about THQ please visit: www.thq.com.

[About THQ*ICE LLC](#)

THQ*ICE LLC is an online games operator specializing in casual [massively multiplayer online](#) (MMO) games. As a joint venture between THQ Inc. and ICE Entertainment, THQ*ICE combines THQ's product development and retail publishing expertise with ICE's technology and service operations experience. THQ*ICE is dedicated to building an online platform of high quality games and premium content featuring free-to-play, micro transaction models. *Dragonica Online* and its respective logo are trademarks and/or registered trademarks of THQ*ICE LLC in the U.S.

[About THQ](#)

THQ Inc. is a leading worldwide developer and publisher of interactive entertainment software. The company develops its products for all popular game systems, personal computers and wireless devices. Headquartered in Los Angeles County, California, THQ sells product through its global network of offices located throughout North America, Europe and Asia Pacific. More information about THQ and its products may be found at www.thq.com. THQ and the THQ logo are trademarks and/or registered trademarks of THQ Inc. All other trademarks are the property of their respective owners.

The statements contained in this press release that are not historical facts may be "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. These forward-looking statements are based on current expectations, estimates and projections about the business of THQ Inc. and its subsidiaries (collectively referred to as "THQ"), including, but not limited to, expectations and projections related to the collectible prepaid cards for the Dragonica Online video game, and are based upon management's current beliefs and certain assumptions made by management. Such forward-looking statements are subject to risks and uncertainties that could cause actual results to differ materially from those expressed or implied by such forward-looking statements, including, but not limited to, business, competitive, economic, legal, political and technological factors affecting our industry, operations, markets, products or pricing. Readers should carefully review the risk factors and the information that could materially affect THQ's financial results, described in other documents that THQ files from time to time with the Securities and Exchange Commission, including its Quarterly Reports on Form 10-Q and Annual Report on Form 10-K for the fiscal period ended March 31, 2009, and particularly the discussion of risk factors set forth therein. Unless otherwise required by law, THQ disclaims any obligation to update its view on any such risks or uncertainties or to revise or publicly release the results of any revision to these forward-looking statements. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date of this press release.

###

MEDIA CONTACTS:

Jerry Whitehead
Reverb Communications
Jerry@reverbinc.com
(209) 586-1495 x111

Abby Oliva
Reverb Communications
abby@reverbinc.com
(209) 586-1495 x106