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For Immediate Release

**FOUNDATION 9 ENTERTAINMENT ANNOUNCES NEW NAME AND LOGO
FOR SOUTHERN CALIFORNIA STUDIO**

Double Helix was formed from the merger of The Collective and Shiny

IRVINE, CA – March 27, 2008 – Foundation 9 Entertainment announced today that it has selected the name, Double Helix, for its Irvine, California studio. The studio, which is based in F9E's new, state-of-the-art corporate headquarters, was formed by the combination of Shiny Entertainment and The Collective in late 2007.

The formation of Double Helix has combined the existing studios' proprietary technologies, production best practices and talented teams into a single entity that is now able to build upon its previous experience to gain new heights in quality and efficiency.

"Making games is in our DNA," said studio head, Michael Saxe Persson. "The Double Helix name is perfect for our studio because it invokes the thought of two studios coming together to build a powerful new force in game development."

The new logo is a clean, sophisticated interpretation of the double helix shape, meant to represent the studio's solid foundation to make great games.

Both the Double Helix name and logo were selected from a pool of submissions created by employees at the studio.

"We want our team members to feel like they have a certain level of ownership over their studio," said Persson. "By allowing them to generate names and logo concepts, we've given them the opportunity to steer the branding in a direction that fits their personalities."

Double Helix is currently at work on three large-scale, multi-platform licensed games. The studio's new website can be found at doublehelixgames.com.

About Foundation 9 Entertainment

Foundation 9 Entertainment is the largest independent games developer in North America and Europe. The company has 10 studios across the United States, Canada, the UK and India, making it a development powerhouse, uniquely positioned to deliver quality games on all gaming platforms for all age groups. The company's studios are masters in working with licensed properties and have collectively developed more than 500 titles since 1992, including more than 60 in 2007 alone. For more information, please visit: www.f9e.com.