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For Immediate Release

**FOUNDATION 9 ANNOUNCES NEW BRANDING
STRATEGY FOR AMAZE STUDIOS**

Individual brands reflect company's commitment to studio autonomy

IRVINE, CA – July 21, 2008 – Foundation 9 Entertainment announced today that it is clarifying the branding for its three Amaze Entertainment studios. The move comes as a result of the company's studio-focused strategy to foster individuality and studio autonomy within the company.

The Austin, TX studio is reinstating its original name, Fizz Factor, and the handheld studio in Kirkland, WA is also reinstating its original name, Griptonite Games. The console studio in Kirkland will be keeping the Amaze Entertainment name.

“Each of our studios has its own unique culture and specialties,” said Steve Ettinger, Studio VP overseeing Fizz Factor, Griptonite, and Amaze Entertainment. “Internally we've used these names for a while, and we think now is a great time to bring these studio names to the larger world, to reduce confusion for our clients and consumers, and to really enable our team members to feel great ownership in their studio name and identity.”

Griptonite Games is currently at work on 11 games for handheld platforms, including Age of Empires: Mythologies for Nintendo DS, published by THQ. Fizz Factor is currently at work on four unannounced projects and recently shipped The Incredible Hulk for DS, published by SEGA. Amaze Entertainment is currently at work on four unannounced projects for home consoles based on major film and comic book properties.

More information on Amaze Entertainment can be found at www.amazeent.com. More information on Fizz Factor can be found at www.fizzfactor.com. More information on Griptonite Games can be found at www.griptonite.com.

The full list of F9E's studios now includes Amaze Entertainment, Backbone Entertainment, Double Helix Games, Fizz Factor, Griptonite Games, ImaginEngine, Pipeworks Software, Sumo Digital and Sumo India.

About Foundation 9 Entertainment

Foundation 9 Entertainment is the largest independent games developer in the world. The company has studios across North America, Europe and Asia, 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.