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IMAGINENGINE TEAMS UP WITH MOTOROLA TO CREATE THE “MOTOROLA M-LAB” AT WANNADO CITY

ImaginEngine develops an exciting game teaching kids the value of innovation

BOSTON – June 14, 2006 – ImaginEngine, a division of Foundation 9 Entertainment, today announced its key role in the “Motorola M-Lab” project at Wannado City, America’s first indoor role-playing theme park for kids. The Motorola M-Lab will be an exciting venue where kids participate in a challenging, game-based experience. ImaginEngine, the leading developer of educational and entertainment software for kids, will create the video, sound, and game content that serve as the exhibit’s centerpiece.

“We want to inspire kids to learn more about science, invention, and the thought process that goes into creating new things with technology,” says Bridget Erdmann, executive producer of ImaginEngine. “We feel the realistic, immersive environment, the dynamic of the team effort, and the exciting discovery and creation processes that are all a part of the venue will make this a fun, insightful and highly memorable experience for kids.”

At the “M-Lab,” kids will play the role of “M-Ventors,” an elite and highly sought-after group of kid inventors tasked with helping different organizations solve difficult problems while using interactive technology. Through the game’s various stages of exciting assignments, kids will learn about invention, critical thinking, and innovation at the M-Lab.

In addition to developing the “M-Lab” game software itself, ImaginEngine will also be providing environmental sounds and videos that will be played throughout various physical areas of the M-Lab. ImaginEngine will also produce the acting scripts for the “Wannahelpers”, the park’s employees who assist the children in playing the game..

”Motorola is pleased to be working with ImaginEngine to help us bring our ideas for the M-Lab to life,” said Peter Aloumanis, general manager, U.S. Markets Division, Motorola’s iDEN® Mobile Devices. “Together, we are creating an innovative venue for teaching children the importance of technology while making it fun.”

The high-tech venue was created for Motorola by Gensler, a strategic design firm with expertise in creating branded experiences through the built environment.

“It’s great to be working with other companies that share our desire to make this happen. We collaborate well with Motorola and Gensler,” says Erdmann. “This is such a unique experience for children to have, and ImaginEngine is excited to be a part of it.”

Motorola plans to open the venue in the Fall of 2006.

About ImaginEngine

Part of Foundation 9 Entertainment (www.F9E.com), the largest independent game developer in North America, ImaginEngine is a leading brand in the development of children's titles and value software. The studio is known for its award-winning, commercially successful CD-ROMs, online, and casual games. ImaginEngine strives to give kids and adults entertaining tools and experiences to enjoy and express themselves in software and the online world. ImaginEngine is based in Framingham, MA and can be found on the web at: www.imaginengine.com.

ImaginEngine, along with Backbone, The Collective, Pipeworks, and Digital Eclipse make up Foundation 9 Entertainment. The company's studios have developed more than 300 titles, including more than 40 in 2005 alone. Foundation 9 Entertainment employs more than 350 employees, and has offices in Los Angeles, Newport Beach, Emeryville, Vancouver, Boston, Eugene, Charlotteetown and Honolulu. For more information on Foundation 9 Entertainment, please visit: www.F9E.com.

About Wannado City

Wannado Entertainment, LLC is a company whose vision is to empower kids through the creation of reality-based, interactive properties that entertain and educate. Wannado Entertainment launched Wannado City™, America's first indoor role-playing theme park located in South Florida's Sawgrass Mills Mass in Sunrise, FL. Wannado City comprises more than 140,000 square feet – the size of three football fields – and is a realistically designed theme park that imaginatively transports kids to a world of their own, where they can real-play™ with over 120 roles including firefighters, archaeologists, actors, TV and print reporters, chefs, airplane pilots, doctors, and a host of other professions. For more information, visit www.wannadocity.com.

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