

PRESS RELEASE

For Immediate Release

BRANDX GAMES LAUNCHES HIDDEN OBJECT TITLE:

“MAE Q’WEST AND THE SIGN OF THE STARS™”

REDMOND, WA – MARCH 2, 2009 – Redmond based game developer BrandX Games™ announced today the launch of their new hidden object title, “Mae Q’West and the Sign of the Stars”. The game details the story of Mae Q’West, a single mother and widow drawn into a horoscope driven mystery set in the Puget Sound. The game includes some unique twists on traditional hidden object game play. One such feature is the economy system that replaces the pressure of timed gaming. The economic system meta-game allows players to collect astrological signs as un-lockable trophies and open a bonus level. Mae Q’West launches exclusively on Big Fish Games (www.bigfishgames.com) for 30 days followed by mass market release.

“With Mae, we created a game we are confident delights the Hidden Object gamer.” Said Charles Balas, BrandX Games’ Chief Creative Officer, “In designing some of the game mechanics we sought to remove traditional frustrations of the genre so gamers could focus on fun. Much of the marketing research we’ve done show that most gamers don’t enjoy the pressure that timers place on them while playing HO games. The economy we implemented eliminates the time pressure while still encouraging the player to be judicious with resources.”

“Big Fish Games has been a great partner for us since the beginning of our development cycle.” John Caporale, CEO of BrandX Games, discussing the launch exclusivity, “Their input and generous dedication of resources made them the obvious portal partner for debuting Mae to the world. We believe that with the strength of the IP and the support of Big Fish Games Mae is going to be embarking on another adventure soon.

ABOUT BRANDX GAMES

Founded in 2006, BrandX Games, LLC, www.brandxgames.com, is headquartered in Redmond, Washington. The executive team includes Scott K. Tsumura, John Caporale and Charles Balas. BrandX Games’ mission is to develop gaming IP internally and for partners with a focus on multi-year, multimedia market potential. BrandX Games is available to help companies launch new games or gaming initiatives.

Press Contact: Charles Balas – Chief Creative Officer
BrandX Games, LLC

For BrandX Games: charles.balas@brandxgames.com