

FOR IMMEDIATE RELEASE

Extra Mile Studios Selects Vicious Engine as Middleware Solution of Choice

CHAPEL HILL, NC – June 15, 2007 – Extra Mile Studios (EM), a UK-based developer of digital content, is preparing to conclude their first project involving the use of the Vicious Engine. The cross-platform middleware solution, developed and provided by Vicious Cycle Software, has made it possible for EM to complete the project on their shortest timeline to date, thanks to the dedicated team at EM and their rapid acclimatization to the Vicious Engine's easy-to-use toolset.

"We looked at several middleware options, but after two days with Vicious Engine, we knew our search was over," said Bobby Farmer, founder of EM. "We'd been looking out for something which would really let us do a great job for our clients—and in the kind of timescales they'd been increasingly looking to meet. The learning curve associated with the Vicious Engine has been a very shallow one, and a great deal shallower than we ever dreamed of. We started using the Vicious Engine on actual console hardware for our project in January 2007, and are about to make our first Vicious Engine-based product submission in June, bang on schedule."

"We're very pleased to be able to empower such creative developers with the tools they need to realize their visions efficiently and effectively," said John O'Neill, director of business development of Vicious Engine. "EM represents precisely the sort of innovative team whose needs we designed the Vicious Engine to serve."

For more information on the Vicious Engine, please visit www.viciousengine.com.

About Extra Mile Studios

Extra Mile Studios (EM) was formed in Glasgow, UK in February 2004 by a core of industry game development professionals with many years experience in children's and family entertainment sectors. Since its inception, EM has continues to do what its personnel have done so successfully for many years: develop entertaining and engaging software for the children's and family markets. During the past 10 years, EM and its personnel have worked with some of the best loved brands in the world, including Bob the Builder, Wallace & Gromit, Teletubbies, Thunderbirds, Xena: Warrior Princess, SMARTIES, and Noddy. The company currently is a licensed PlayStation®2 and Nintendo DS developer, with support for other platforms imminent.

About Vicious Cycle Software

Vicious Cycle Software, Inc., based in Chapel Hill, NC, is a premier developer of interactive entertainment software for PlayStation®2 computer entertainment system, PLAYSTATION®3 computer entertainment systems, PSP® (PlayStation®Portable) system, Xbox® and Xbox 360(tm) video game and entertainment systems from Microsoft, Wii(tm) from Nintendo, Nintendo GameCube(tm), Nintendo DS(tm), and the PC. The company, founded in 2000, blazed onto the gaming scene with its debut title Robotech: Battlecry and continues to create titles for all age groups based on both licensed and original IP. Vicious Cycle Software, Inc. is also the developer of the Vicious Engine, a comprehensive and fully portable middleware solution for current generation consoles, handhelds, and the PC. For more information, visit the company's web sites at www.viciouscycleinc.com, www.monkeybargames.com, and www.viciousengine.com.

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