

Frima Studio Harnesses Vicious Engine in *Zombie Tycoon* for “minis” on PSP™(PlayStation®Portable)

Vicious Cycle Software Unveils *Zombie Tycoon* as First PSP minis Title Developed Using the Vicious Engine

MORRISVILLE, NC – October 14, 2009 – Vicious Cycle Software, a premier developer of interactive entertainment and game development technology, today announced that Frima Studio’s *Zombie Tycoon* will be the first PSP™(PlayStation®Portable) minis title to be powered by the Vicious Engine. The brain-munching strategy title will have players leading zombie squads through ten levels of monster mayhem, solving puzzles and hunting for those who have yet to join the ranks of the undead.

“For our first minis title, we wanted to make something that would stand out from the crowd both technically and artistically,” said Martin Brouard, Executive Producer of Frima Studio. “The Vicious Engine has helped us take full advantage of the PSP’s power while still keeping *Zombie Tycoon* within the size limit for a minis title.”

“The Frima Studio team’s quick mastery of the Vicious Engine helped them hit the ground running and achieve their goals as efficiently as possible,” said Eric Peterson, President and CEO of Vicious Cycle Software.

The adaptable, easy-to-learn Vicious Engine has been used to design games of every style, from adventure/platformers like *Dead Head Fred* to casual games like *Puzzle Quest: Challenge of the Warlords™*. Vicious Engine 2 (V^{e2}), launched in early 2009, brings the same power and ease of use to the current generation of consoles with a number of new and improved features.

More information about *Zombie Tycoon* and Frima Studio can be found at www.zombietycoon.com and www.frimastudio.com.

More information about Vicious Cycle Software and the Vicious Engine can be found at www.viciouscycleinc.com and www.viciousengine.com.

More information about PlayStation® and “minis” can be found at www.scee.presscentre.com.

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About Frima Studio

Frima is an important game developer based in Quebec City, Canada. Since 2003, the company has been developing countless world-class products for the Web, Wii™, Xbox®, DS™, TV and mobile markets. Frima’s clients include world-renowned names such as EA, Build-A-Bear Workshop, Warner Brothers and Nickelodeon. With over 250 artists and programmers to develop our products, Frima produces high-caliber games

that are as remarkably outstanding artistically as they are technically.
www.frimastudio.com

About Vicious Cycle Software

Founded in 2000 by industry veterans Eric Peterson, Wayne Harvey, and Dave Ellis, Vicious Cycle Software, Inc. is a premier developer of interactive entertainment software. The Morrisville, NC based studio is dedicated to creating compelling content for all ages across all platforms, including *Ben 10 ALIEN FORCE The Game* for the PlayStation®2 computer entertainment system, PSP® (PlayStation®Portable) system, and Wii™; *Puzzle Quest: Challenge of the Warlords®* for the PlayStation 2 system, PSP system, and Wii; and PSP system exclusive and original title *Dead Head Fred®*, winner of the Writer's Guild of America's first inaugural Videogame Writing Award.

Since 2005, Vicious Cycle has also developed and licensed the Vicious Engine®, a comprehensive and fully portable middleware solution for PC, console, and handheld game development. The recently released Vicious Engine 2™ (V^{e2}) offers a suite of new and improved features for game development on the Xbox 360® video game and entertainment system from Microsoft and the PlayStation®3 computer entertainment system.

For more information, please visit the company's web sites at www.viciouscycleinc.com and www.viciousengine.com. Vicious Cycle is a D3Publisher development studio.

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CONTACT:

Kate Pietrelli
TriplePoint
415-955-8500
katep@triplepointpr.com