



MAJESCO ENTERTAINMENT TEAMS UP WITH PROCAMPS TO DELIVER *NBA BALLER BEATS TO SUMMER YOUTH CAMPS*

Campers Get Early Opportunity to Play First-of-its-Kind Video Game That Teaches Real Ball Handling Skills

Edison, NJ—August 2, 2012—[Majesco Entertainment Company](#) (NASDAQ: COOL), an innovative [video game](#) publisher for the mass market, is teaming up with sports camp developer and operator ProCamps to bring [NBA Baller Beats](#) to its 2012 summer basketball programs across America. The first ever full body motion-based NBA video game that lets players use a real ball to gain real skills, **NBA Baller Beats** lets players dribble to the beat of popular music tracks, and apply the ball-handling skills they learn at camp directly to the game itself.

“Each summer, ProCamps gives thousands of new players a unique learning experience from some of the best in the NBA and WNBA, and we’re excited to give these youth an opportunity for early hands-on time with **NBA Baller Beats**,” said Jesse Sutton, Chief Executive Officer, Majesco Entertainment. “Kids who aspire to perform like a pro baller on the court can play the game to continue mastering crossovers, pump fakes, behind-the-back and other skill moves in a high energy, beats-driven experience that makes you want to keep playing again and again.”

Since 1998, ProCamps has developed, managed and operated sports camps and related events for professional athletes in the National Basketball Association, National Football League, Major League Baseball, National Hockey League, WNBA and Women's Professional Soccer. ProCamps basketball programs offer children ages 7-18 the opportunity to get hands-on basketball instruction with some of the best players in the NBA and WNBA. Lasting from 2-4 days each, kids receive a once-in-a-lifetime opportunity to improve their skills.

“We see NBA Baller Beats as an exciting new step in motion-controlled video games,” said Eric Liebler, SVP of Camp Operations for ProCamps. “The fact that it places an actual basketball into the hands of our campers sets it apart from any other video game to date. When it launches in September, NBA Baller Beats will be a fun way for kids to continue building the baller skills they learn here at camp.”

As part of the program, **NBA Baller Beats** will have a demo station for kids to play and a chance to learn about the game from an on-site brand ambassador. ProCamps will also host a contest at the end of each camp session, where the winner gets to compete against the headline athlete and receive a free copy of **NBA Baller Beats**.

NBA BALLER BEATS PROCAMP SCHEDULE:

- John Calipari Lexington, KY, Aug 1-4
- Kyrie Irving Avon Lake, OH, Aug 11-12
- Brandon Jennings Mequon, WI, Aug 18-19

- Carmelo Anthony Jamaica, NY, Aug 24-25
- Candace Parker Calabasas, CA, Sept. 15-16
- Kevin Love Eden Prairie, MN, Sept. 22-23
- Stephen Curry San Francisco, CA, Sept. 22-23
- Chris Paul Los Angeles, CA, Date TBA

Launching exclusively on Kinect™ for Xbox 360®, **NBA Baller Beats** challenges players to time their dribble to the beat of each song and perform a variety of skill moves displayed on-screen to score points, earn achievements and unlock assets and additional gameplay. Players are challenged to perfect 20 different baller moves and increase their stamina in single player mode, break it down and practice different skills in *Move School* mode or show-off in multiplayer mode and go head-to-head against up to 8 players. To maximize their performance, gamers can visit the extensive in-game tutorial where two-time NBA champion and Emmy Award-winning TNT NBA analyst Kenny Smith dishes tips for success. From novice to pro, every baller can raise their game with three difficulty levels available on every song: Rookie, Pro, and Baller.

NBA Baller Beats will come packaged with an official Spalding® NBA game ball replica and will make its debut exclusively on Kinect for Xbox 360 on September 11, 2012. For more information about **NBA Baller Beats**, please visit www.NBABallerBeats.com. For the latest news and alerts follow us on Twitter @NBABallerBeats and 'Like' us on Facebook.

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About Majesco Entertainment Company

Majesco Entertainment Company is a provider of video games for the mass market. Building on more than 20 years of operating history, the company is focused on developing and publishing a wide range of casual and family oriented video games on all leading console and handheld platforms as well as online, social networks and mobile devices. Product highlights include Zumba® Fitness, Cooking Mama™, and Alvin and the Chipmunks. The company's shares are traded on the NASDAQ Stock Market under the symbol: COOL. Majesco is headquartered in Edison, NJ with offices in San Francisco, CA, Brockhampton, UK, and a social games development studio in Foxboro, MA. More info can be found online at www.majescoent.com or on Twitter at www.twitter.com/majesco.

About ProCamps

ProCamps, Inc. is an international event management company, which assists professional athletes in the NBA, NFL, MLB and Women's Professional Soccer with the development of their personal sports camps and related events. Since 2002, more than 50 of the world's most recognizable athletes have trusted ProCamps with the operations of their events. Current and former ProCamps clients include NBA All-Stars, NFL Pro Bowlers, NFL Super Bowl Winners, MLB All-Stars, Olympic Gold Medal Winners, and MLB MVP's. Thanks to the support of national, regional and local sponsorships ProCamps hosts thousands of kids every year, including underprivileged youth from each community.

Kinect, Xbox, Xbox 360, and Xbox LIVE are either registered trademarks or trademarks of the Microsoft group of companies.

Baller Beats is based on a concept by Curtis R. Smith.

Safe Harbor

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associated with sources of liquidity. The Company does not undertake, and specifically disclaims any obligation, to release publicly the results of any revisions that may be made to any forward-looking statements to reflect the occurrence of anticipated or unanticipated events or circumstances after the date of such statements.

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