



Majesco Entertainment's [NBA Baller Beats](#) Teams with Spalding & Panini

NBA Baller Beats Bundled with Spalding® NBA Game Ball Replica; Features Panini America's 2012 NBA HOOPS Basketball Trading Cards

Edison, NJ—May 24, 2012—[Majesco Entertainment Company](#) (NASDAQ: COOL), publisher of the highly anticipated and innovative basketball video game [NBA Baller Beats](#), is teaming up with two world-renowned basketball brands whose products are set to enhance the authentic basketball experience in the game.

Majesco Entertainment today confirmed that **NBA Baller Beats**, a fun, high-energy and first-of-its kind game that requires players to use a real basketball to play, will come packaged with a full-sized officially-licensed NBA game ball replica from [Spalding](#), the official provider of the NBA game basketball. **NBA Baller Beats**, which is set to launch this fall exclusively on [Kinect™ for Xbox 360®](#) video game and entertainment system from Microsoft, gets players on their feet mastering ball handling skills while playing to the beat of an electrifying soundtrack. The Kinect motion sensor captures every movement of both player and ball to create an entirely new basketball gaming experience.

“With NBA Baller Beats we’re focused on delivering an innovative game that stays true to the NBA brand so it made perfect sense to bundle the game with the high-quality NBA game ball replica from Spalding,” said Jesse Sutton, Chief Executive Officer, Majesco Entertainment. “Spalding has long been a leader of innovation and quality and has been providing the NBA with the official game ball for nearly 30 years.”

Additionally, Majesco Entertainment today revealed a product integration agreement with sports trading card company [Panini America](#) to feature Panini’s 2012 NBA HOOPS basketball trading cards as unlockable in-game rewards. **NBA Baller Beats** lets players train alongside their favorite NBA franchises unlocking songs, difficulty levels, over 100 posters and Panini’s NBA HOOPS trading cards showcasing NBA players’ greatest moves.

“Panini is the world’s largest sports and entertainment collectibles company and the exclusive trading card of the NBA,” said Christina Glorioso, Chief Marketing Officer, Majesco Entertainment. “As players master their moves in NBA Baller Beats they’ll start to unlock a collection of official Panini NBA HOOPS trading cards featuring NBA players from every franchise.”

NBA Baller Beats will make its debut exclusively on Kinect for Xbox 360 this fall. To view the official **NBA Baller Beats** teaser trailer and find out more about the game, please visit: www.NBABallerBeats.com. For the latest news and alerts follow us on Twitter [@NBABallerBeats](#) and ‘Like’ us on [Facebook](#). For more information about Spalding, please visit <http://www.spalding.com/>. For more information about Panini America, please visit <http://www.paniniamerica.net/>.

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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™, Alvin and the Chipmunks, and QUICKHIT NFL Football. 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.majescoentertainment.com or on Twitter at www.twitter.com/majesco.

About Spalding

A Division of Russell Brands, LLC, Spalding is the largest basketball equipment supplier in the world. Spalding is the official basketball of the National Basketball Association (NBA) and Women's National Basketball Association (WNBA), the official backboard of the NBA and NCAA, the official baseball of the Little League World Series, the official volleyball of the King of the Beach Volleyball Tour and the official football of Pop Warner. The SPALDING® trademark is owned by Russell Brands, LLC. For more information, visit www.spalding.com.

About Panini America

The Panini Group, established almost 50 years ago in Modena, Italy, has subsidiaries throughout Europe, Latin America and the United States. Panini is the world leader in officially licensed collectibles and is the most significant publisher of collectibles in the U.S., with official licenses for NBA, MLBPA, NFL, NHL, FIFA, USA Baseball, Disney, Nickelodeon, Warner Bros. and other key properties from many other licensors. Panini has distribution channels in more than 100 countries and employs a staff of over 800. For more information visit us at www.paniniamerica.net, www.paninigroup.com or www.paniniamerica.wordpress.com. You can also follow Panini America on social media platforms Facebook, Twitter and on YouTube.

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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