



NBA Baller Beats Debuts at Electronic Entertainment Expo (E3); Launching September 2012 Exclusively on Kinect for Xbox 360

*First-of-its-Kind Participative Basketball Video Game to be Introduced by Superstar
Guests: NBA All-Star Deron Williams, Legendary Streetballer The Professor and
World-Renowned Radio Personality DJ Skee*

Los Angeles, California – June 5, 2012 – Electronic Entertainment Expo (E3), West Hall, Booth #5200 — [Majesco Entertainment Company](#) (NASDAQ: COOL), an innovative provider of [video games](#) for the mass market, took center court today to debut **NBA Baller Beats**, the first ever full body motion-based NBA video game that lets you perform like a pro using a real basketball. Live courtside game demos will run June 5-7 during E3 show floor hours at the Majesco Entertainment booth. Playable demo stations are also available. The fun, high energy and first-of-its kind participative basketball video game will be available in stores exclusively on [Kinect™ for Xbox 360®](#) video game and entertainment system from Microsoft on September 11, 2012. View the official gameplay trailer [here](#).

A number of guest stars across the world of basketball will support the debut of **NBA Baller Beats** including premier NBA point guard and three-time NBA All-Star Deron Williams who will be at E3 on Wednesday to show off his skills playing **NBA Baller Beats**. Famed Streetballer 'The Professor' will demo the game for the E3 crowds on Tuesday and master emcee across all three days of E3 will be world-renowned DJ, radio personality, video producer and television host DJ Skee.

NBA Baller Beats challenges players using a real basketball to master ball-handling skills by dribbling and performing moves to the beats of an eclectic soundtrack. Train alongside your favorite NBA franchise unlocking songs, difficulty levels, environment accessories, and over 100 posters and Panini's 2012 NBA HOOPS trading cards that showcase NBA players' greatest moves. The music is your guide as the Kinect motion sensor captures every movement of both player and ball to create an entirely new basketball gaming experience. Master crossovers, pump fakes, behind-the-back, around-the-world and more as you bounce the ball to the beat of 30 licensed tracks that span across decades and genres including hip-hop, rock and old school classics. Today Majesco Entertainment officially announced 15 of the 30 songs featured in-game.

Confirmed NBA Baller Beats In-Game Tracks (15 of 30):

- "Amazing" – Kanye West*
- "Another One Bites the Dust" – Queen*
- "Bangarang" – Skrillex
- "Blue Sky" – Common*
- "Bust A Move" – Young MC
- "Chillin'" – Wale ft. Lady Gaga
- "C'Mon Catch 'Em By Surprise" – Tiesto vs. Diplo ft. Busta Rhymes*
- "It's Tricky" – Run DMC*
- "Let It (Edit Remix)" – Machine Drum ft. Melo X
- "New Fang" – Them Crooked Vultures*
- "Obstacle 1" - Interpol
- "Party Rock Anthem" – LMFAO*

- “Slam” – Onyx*
- “Stylo” – Gorillaz*
- “Tightrope” – Janelle Monae*

**Playable on E3 Show Floor, West Hall Booth #5200*

NBA Baller Beats, which will come packaged with an official NBA game ball replica from Spalding, 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. Perfect 20 different baller moves and increase your 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 – the highest score wins bragging rights. To maximize your performance, 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.

The **NBA Baller Beats** and Spalding ball bundle will be available for the suggested retail price of \$59.99 when it launches exclusively on Kinect for Xbox 360 September 11th. Players don't have to wait until September to reserve a copy! Starting today, consumers who pre-order **NBA Baller Beats** at GameStop will receive a free assorted 3-pack of NBA Fathead 5x7 Tradeables featuring top NBA players, while supplies last. The peel and stick collectible graphics stick to almost any surface and can be reused or repositioned without losing adhesive. Click [here](#) to pre-order a copy of **NBA Baller Beats**.

Real ball. Real skills. Raise your game! For more information about **NBA Baller Beats**, please visit www.NBABallerBeats.com. For the latest news and alerts follow us on Twitter [@NBABallerBeats](https://twitter.com/NBABallerBeats) and ‘Like’ us on [Facebook](#).

NBA Baller Beats, a concept by Curtis R. Smith and developed by HB Studios, is not yet rated. To watch the official **NBA Baller Beats** E3 trailer and find out more, please visit: www.NBABallerBeats.com.

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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 HB Studios

Headquartered in Lunenburg, Nova Scotia, Canada, HB Studios is an electronic entertainment software company that specializes in creating console, handheld, PC, and iOS games. HB Studios has shipped 33 titles with 223 SKUs. Of the 33 titles, 6 have sold more than 1 million copies including EA Sports FIFA 11™ (PS2/PSP), Big Beach Sports™ (Wii), EA Sports NBA LIVE 09 ALL PLAY™ (Wii/PS2/PSP), and FIFA Street 2™ (PSP). To date, HB's global sales have reached over 20 million units. More information about HB Studios and its products can be found on the company's website, www.hb-studios.com.

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