



## **Majesco Entertainment and Sandlot Games Announce 'Cake Mania 3' for Nintendo DS(TM)**

### **--Third Edition of Best-Selling Franchise Features All New Mini-Games, Bakeries and Customization**

EDISON, N.J., July 1, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- Majesco Entertainment Company (Nasdaq: COOL), an innovative provider of video games for the mass market, and Sandlot Games Corporation, creator of the Cake Mania franchise and the world's leading developer and publisher of casual games, today announced Cake Mania 3 for Nintendo DS(TM). Based on Sandlot Games' award-winning online PC franchise that has been downloaded more than 100 million times, Cake Mania 3 features all-new bakeries, bakery upgrades, kitchen customization, customers and mini-games.

"We are excited to continue building on the success of the Cake Mania franchise on Nintendo DS(TM)," said Daniel Bernstein, Founder and CEO of Sandlot Games. "Millions of Cake Mania fans will be thrilled to play the latest and most ambitious installment in Jill's cake-baking adventures."

"Sandlot Games' Cake Mania franchise is beloved by casual gamers of all ages and Cake Mania 3 delivers the frantic gameplay fans expect, but topped off with many new features," said Gui Karyo, Executive Vice President of Operations for Majesco. "With worldwide sales of more than 650,000 units, the Cake Mania franchise remains a strong property for us that we will continue to leverage with this third release."

Cake Mania 3 boasts new features that will attract everyone from loyal fans to first time players. More than 80 new levels, 30 new customers and 6 beautiful time-spanning environments test Jill's speed and efficiency. Gamers will meet the challenge of spell-casting Egyptian Pharaohs, Dinosaurs with dangerous appetites, and impatient Medieval English princes with a myriad of exciting new kitchen upgrades. In addition, players can unlock three new mini games, and for the first time in the series, change Jill's outfits throughout the game. So no matter the era, she'll never be out of style!

Developed by Digital Embryo in partnership with Sandlot Games, Cake Mania 3 on Nintendo DS(TM) is expected to release early fall. To find out more about Majesco's exciting lineup of games, visit [www.majescoentertainment.com](http://www.majescoentertainment.com).

#### About Sandlot Games

Sandlot Games Corporation, headquartered in Bothell, Washington, is the world's premier developer and publisher of casual and family-friendly games. It boasts a captivating portfolio of popular game titles and franchises including Cake Mania(R), Super Granny(R), Snail Mail(R), Tradewinds(R) and Westward(R). Sandlot Games reaches millions of game players worldwide through a variety of distribution channels including online, PCs, mobile phones and videogame consoles. Since 2002, over 200 million games have been downloaded by its loyal fan base. For more information about Sandlot Games, visit <http://www.sandlotgames.com/> or twitter us at @SandlotGames.

#### 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 leading console and portable systems. Product highlights include Cooking Mama(TM) and Cake Mania(R)2 for Nintendo DS(TM), and Cooking Mama World Kitchen and Jillian Michaels' Fitness Ultimatum 2009 for Wii(TM). The company's shares are traded on the Nasdaq Stock Market under the symbol: COOL. Majesco is headquartered in Edison, NJ and has an international office in Bristol, UK. More information about Majesco can be found online at [www.majescoentertainment.com](http://www.majescoentertainment.com). @Majesco is on twitter or at [www.twitter.com/majesco](http://www.twitter.com/majesco).

#### Safe Harbor

Certain statements contained herein are "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995, Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. These forward-looking statements may be identified by reference to a future period(s) or by the use of forward-looking terminology, such as "may," "will," "intend," "should," "expect," "anticipate," "estimate" or "continue" or the negatives thereof or other comparable terminology. The Company's actual results could differ materially from those anticipated in such forward-looking statements due to a variety of factors. These factors include but are not limited to, the demand for our products; our ability to complete and release our products in a timely fashion; competitive factors in the businesses in which we

compete; continued consumer acceptance of our products and the gaming platforms on which our products operate; fulfillment of orders preliminarily made by customers; adverse changes in the securities markets and the availability of and costs 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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