



## **Majesco Entertainment Releases the Original 'A Boy and His Blob: Trouble on Blobolonia' on Virtual Console**

### **Celebrating its 20th Anniversary, the Classic Nintendo Entertainment System Game Makes its Triumphant Return November 23**

EDISON, N.J., Nov 23, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- Majesco Entertainment Company (Nasdaq: COOL), an innovative provider of video games for the mass market, today announced that *A Boy and His Blob: Trouble on Blobolonia* is now available for download on Virtual Console(TM). The classic Nintendo Entertainment System(TM) (NES(TM)) puzzle-platformer celebrates its 20th anniversary by challenging a new generation of gamers as it arrives on Wii(TM) for the first time. The original game has been one of the most influential in history and inspired the critically acclaimed reimagining of the tale for Wii(TM) -- *a boy and his blob* -- developed by WayForward Technologies earlier this fall.

Taking place in 2001 (the future from its original release), the game's touching storyline begins when an Evil Emperor imprisons the inhabitants of Blobolonia. One brave soul by the name of Blob, full name Blobert, escapes his home planet looking for help. He crash-lands on Earth only to find a young boy. Luckily, when the Boy feeds Blobert flavored jellybeans, the blob transforms into various helpful shapes such as the Licorice Ladder, Fruit-Punch Hole and Hummingbird Honey. Using the magical candy and teamwork, the duo sets out to free Blobolonia and vanquish the Evil Emperor as they traverse through the head-scratching, side-scrolling puzzle action that has become legend in the annals of videogame history.

*A Boy and His Blob: Trouble on Blobolonia* is rated E for Everyone and available for download from the Wii(TM) Shop Channel for 500 Wii Points(TM). The Wii(TM) game is also available nationwide for the suggested retail price of \$39.99. More information can be found on the official website at [www.aboyandhisblob.com](http://www.aboyandhisblob.com).

#### *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 Wii(TM), Nintendo DS(TM) and other leading systems. Franchise highlights include Cooking Mama(TM), Cake Mania (R) and Jillian Michaels' Fitness Ultimatum. 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).

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