



Cooking Mama Responds to PETA by Highlighting Vegetarian Offerings in Latest Wii(TM) Videogame Release - Cooking Mama World Kitchen

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Food lover and culinary cutie Cooking Mama is a virtual chef who believes that good home cooked food, properly prepared from the best ingredients, can bring people together around the table and make the world a happier place. That's why Mama is taking a stand with oven mitts raised high against the latest PETA objection targeting her freshly released videogame, Cooking Mama World Kitchen, that shipped this week for Wii(TM) from Majesco Entertainment Company (Nasdaq: COOL). Mama wants people to know that World Kitchen includes 51 recipes from around the world, ranging from vegetarian fare like miso soup and rice cakes to international delicacies like ginger pork and octopus dumplings.

"I would never put rat in my Ratatouille," said a feisty Mama while beating some eggs. "Like any accomplished cook, I create my recipes to appeal to a broad range of tastes and preferences. My only goal is to ensure you leave the table well fed."

Cooking Mama World Kitchen includes more than 25 vegetarian-friendly recipes including delicious breakfast, dinner, dessert and snack options. And, while Mama is not a vegetarian, she fully supports the humane treatment of animals, particularly for her canine protege Max who makes his doggie debut in World Kitchen.

About Cooking Mama World Kitchen

Developed by Cooking Mama Limited, the second installment of the fan favorite Wii series is filled with new features including kitchen mini-games, 3D graphics, chef customization and 2 player cooperative cooking. In the game, players use the Wii Remote as a universal cooking utensil to chop, grate, slice and stir their way through 51 all-new recipes, ranging from parfait to Ratatouille to pancakes and French fries. A range of modes lets players cook for Mama's approval, their friends' picky palates or together as a team to create dishes in a new cooperative mode. A bonus hidden mode will even surprise gamers with competitive play against the original "master cook!" In World Kitchen, preparation mistakes are events unto themselves since new mini-games add hilarious fun with Mama's lovable canine, Max. Finally, a new customization feature lets players create their own personal chef or even an adorable mini Mama!

Cooking Mama World Kitchen for Wii is rated E for Everyone and available now for the suggested retail price of \$49.99. To watch the official trailer and find out more, please visit www.cookingmama.com.

About Majesco Entertainment Company

Majesco Entertainment Company is a provider of video games for the mass market. Building on 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.

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