

News Release: D3PUBLISHER INC. (4311Jasdaq)

Date: 8th of May, 2006

**D3PUBLISHER OF AMERICA TO BRING
'TWISTED NOIR' TO PSP™ (PLAYSTATION®PORTABLE) SYSTEM WITH
*DEAD HEAD FRED™***

***Innovative, Original Third Person-Action Game From Vicious Cycle Set in a
World Where the Blue Plate Special is Murder and Corruption
With a Side-Dish of Revenge***

LOS ANGELES, CA – May 4, 2006 - D3Publisher of America, Inc. (D3PA) will be turning heads at this year's Electronic Entertainment Expo (E3) as D3PA announced today that it will be showcasing *Dead Head Fred* at the Los Angeles Convention Center from May 10-12, 2006. Created specifically for the PSP™ (PlayStation®Portable) system by developer Vicious Cycle, *Dead Head Fred* draws players into an original alternative universe as they embark on a quest for vengeance to solve their own murder by using the decapitated heads of enemies to battle through environments designed to showcase each head's unique abilities. *Dead Head Fred* is anticipated for release in Q1 2007.

"D3PA's focus is to find great intellectual properties that have unique gameplay elements, distinctive characters and environments that draw players into the game-world," said Brian Christian, vice president of product development, D3PA. "Vicious Cycle has combined their creativity and cutting-edge technology so that *Dead Head Fred* delivers on all three counts and it has twisted humor that gamers are going to enjoy."

"Vicious Cycle has a great working relationship with the team at D3PA and we are pleased to be collaborating with them on *Dead Head Fred*," said Eric Peterson,

president at Vicious Cycle. "D3PA has given us the time and freedom to create a game that will introduce compelling gameplay mechanics to the PSP system using the Vicious engine. The combination of a completely original IP with our cutting-edge technology will deliver a game unlike anything before on the PSP system."

In *Dead Head Fred*, players take on the persona of private detective Fred Neuman. Savagely murdered and then resurrected in a scientific experiment gone awry, Fred is without his memory or his head! The game immerses players in the action with the most revolutionary camera to date on a handheld device as they collect, upgrade and switch heads on the fly to strategically fight malformed mutants, ghoulish gangsters, and maniacal mob bosses in a unique and compelling story of revenge and redemption.

For product demonstrations of D3PA's E3 2006 game line-up, please visit Booth 546, South Hall, Los Angeles Convention Center, May 10-12, or for additional product information and art assets, please visit: <http://www.d3press.us/>.

About D3Publisher of America

D3Publisher of America, Inc. is a subsidiary of D3 Inc., with headquarters in Tokyo. D3Publisher of America's strategic focus is on licensed and original titles from leading third-party developers that appeal to mass-market consumers or gaming enthusiasts. Based in Los Angeles, D3Publisher of America distributes and publishes software for personal computers and the major console platforms including Game Boy® Advance, Nintendo GameCube™, Nintendo DS™, PlayStation® game console, PlayStation®2 computer entertainment system, PSP™ (PlayStation®Portable) system and the Xbox® video game system from

Microsoft. For additional information on D3Publisher of America and its products, visit the website at <http://www.d3publisher.us>

About Vicious Cycle Software, Inc.

Vicious Cycle® Software, Inc., based in Chapel Hill, NC, is a premier developer of interactive entertainment software for "PlayStation®2", "PSP(tm)", Xbox®, Nintendo GameCube(tm), Nintendo DS(tm), and the PC. The company, founded in 2000, blazed onto the gaming scene with its debut title Robotech: Battlecry and continues to create titles for all age groups based on both licensed and original IP. Vicious Cycle® Software, Inc. is also the developer of the Vicious Engine(tm), a comprehensive and fully portable middleware solution for current generation consoles, handhelds, and the PC. For more information, visit the company's web sites at www.viciouscycleinc.com, www.monkeybargames.com and www.viciousengine.com.

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