

HoopWorld™ Branded Shop Opens on Zazzle!

Choose from 175 Awesome T-Shirts, Hi-Top Sneakers and Other Branded Merchandise from the Best Arcade Basketbrawl Game on Wii

MADRID, Spain – August 9th, 2010 – Virtual Toys and Streamline Studios announced that the HoopWorld™ branded merchandise shop is now open. HoopWorld™ is an original 3-on-3 arcade basketball game for WiiWare™ that is now available in the U.S. and Canada, and coming to Europe on August 13th for 1,000 Wii Points™. The branded HoopWorld™ store features more than 175 items ranging from 80's-inspired Pro Ked Hi-top sneakers, to T-shirts for every day of the week. There are also mugs, stickers, magnets, hoodies, key-chains, buttons, and...drumroll...dress ties.

The store is available at: www.zazzle.com/hoopworld

“When players identify with a game they want to express themselves with uniquely branded merchandise wherever they are,” said Hector Fernandez, CEO of Streamline Production. “Setting up a Zazzle branded store HoopWorld™ enables us give players what they want and build the awareness of HoopWorld™’s fun, colorful, and fresh gameplay experience everywhere. And you have to check out the limited-edition hi-tops, they’re the ultimate fashion statement for anyone cool.”

HoopWorld™ brings over-the-top arcade basketball with a kung-fu power-up twist to the platform, offering unlimited replay ability via 7 uniquely themed teams and 6 outdoor courts/ locations. Connect to the HoopWorld™ online leader board or play with a friend. Fast, fun, and easy to pick-up arcade action and power-ups will keep players on the edge of their seats, as they basketbrawl their way to the top of the HoopWorld™ Leader board Championship!

Official Game Trailer: <http://www.youtube.com/user/hoopworld>

Zazzle is the only on-demand retail platform to offer billions of products that ship in 24 hours.

About HoopWorld™

- 1-2 player, single player and offline multiplayer
- Basketbrawl! – punch, kick, and fight to get the ball
- 7 stylish teams/ 21 characters defend their home courts
- 6 spunky courts set in colorful outdoor locations
- 8 crazy power-ups spice up the gameplay
- Unlock additional teams and courts by beating all 4 difficulties

Genre - Arcade Action Sports

Service - WiiWare™

Publisher - Virtual Toys

Developers - Virtual Toys/ Streamline Studios

Europe Release – August 13, 2010

U.S. Release – July 19, 2010

Age Rating - PEGI 12 - ESRB 10+

ABOUT VIRTUAL TOYS

Virtual Toys is a leading video games' developer, founded in 1995, with headquarters in Madrid and development offices in Barcelona and Valencia, Spain. In July 2008, Virtual Toys was granted two prestigious awards: "2007 Best Spanish Studio" and "Best Nintendo DS™ product" for Horsez. Virtual

Toys has sold more than seven million copies globally, including: Imagine Fashion Designer and Imagine Pet Vet for Ubisoft. The company has more than 60 internationally published titles across multiple genres, platforms, and consoles.

For more information, please visit: www.virtualtoys.net

ABOUT STREAMLINE STUDIOS

Streamline Studios is the leading International development studio focused on groundbreaking co-productions and digital content creation for games. Streamline Studios has become the go-to studio for companies that want to remove production risks from the equation of creating big budget franchises. The studio has provided service solutions for high-profile partners and franchises including Gears of War and Unreal Tournament 3 from Epic Games, THQ's Saints Row, James Bond 007: NightFire from Electronic Arts, and Red Storm Entertainment's Ghost Recon 2.

For more information, please visit: www.streamline-production.com

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Note to Editors: Review copies of the game are available upon request.

A press kit is online at: <http://www.HoopWorldGame.com/pressOnly.htm>

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