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**MAJESCO ENTERTAINMENT PARTNERS WITH RENOWNED FITNESS AND NUTRITION  
EXPERT HARLEY PASTERNAK TO BRING HIS  
5-FACTOR FITNESS PROGRAM TO VIDEO GAMES**

**EDISON, NJ, Dec. 6, 2010** – Fitness and nutrition specialist, best-selling author and acclaimed celebrity trainer Harley Pasternak, and Majesco Entertainment Company (NASDAQ: COOL), an innovative provider of video games for the mass market, today announced a strategic partnership to develop and produce interactive electronic games based on Pasternak’s 5-Factor Fitness program. Designed to generate results in just five weeks, the successful 5-Factor Fitness program is based on five-ingredient meals, five times a day, coupled with Harley’s signature fitness program of five-minute sets. Under the terms of the partnership, Majesco receives the exclusive worldwide rights to publish games based on Harley’s program.

“Backed by degrees in both nutrition and fitness, Harley is the pre-eminent Hollywood trainer, responsible for some of the best celebrity bodies on stage and screen, including Katy Perry, Megan Fox, Lady Gaga and Rob Pattinson,” said Jesse Sutton, Chief Executive Officer, Majesco Entertainment.

“Harley’s appearances on *Oprah Winfrey* and *Rachel Ray* have helped drive the growth of his 5-Factor brand and convert millions to his distinctive nutrition and fitness program. His program is the type of holistic approach that translates perfectly into motion-based video games that let players take control of their own health in a fully interactive way.”

“I’m thrilled to be partnering with Majesco to create a ground breaking fitness game based on the same 5-Factor program I use to train all my clients,” said Pasternak. “I designed the program to get celebrities in top shape as quickly and efficiently as possible. This game will give everyone access to the simple yet effective training techniques I’ve used to achieve phenomenal results for some of the best bodies in Hollywood.”

The **Harley Pasternak 5-Factor Fitness** game is expected to release late 2011. For additional information about Majesco’s exciting line of products, please visit: [www.majescoentertainment.com](http://www.majescoentertainment.com).

### **About Harley Pasternak**

Harley Pasternak M.Sc. is a *New York Times* best-selling author and holds a Master of Science in Exercise Physiology and Nutritional Sciences from the University of Toronto and an Honors Degree in Kinesiology from University of Western Ontario. He is also certified by The American College of Sports Medicine and The Canadian Society of Exercise Physiology. Harley is a spokesperson for New Balance athletic footwear and Coca-Cola's Fuze sugar-free beverages, and has made appearances in more than 20 countries. He has appeared on *The Oprah Winfrey Show*, *The Today Show*, *CNN*, *America's Next Top Model*, *Rachel Ray*, and *The Tyra Banks Show*. Pasternak lives and works in Los Angeles. For more information, please visit [www.5Factor.com](http://www.5Factor.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 Kinect for Xbox 360®, PlayStation®Move motion controller, Wii™, Nintendo DS™ and other leading systems. Product highlights include *Cooking Mama™*, *Babysitting Mama™*, *TETRIS® Party Deluxe* and *Zumba Fitness®*. 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 info can be found online at [www.majescoentertainment.com](http://www.majescoentertainment.com) or on Twitter 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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