



MAJESCO ENTERTAINMENT LAUNCHES ZUMBA® FITNESS RUSH **NATIONWIDE, EXCLUSIVELY ON KINECT FOR XBOX 360**

*Shed the Pounds and Feel the Rush with
42 All New Songs Across 24 International Dance Styles*

EDISON, N.J., February 13, 2012 – [Majesco Entertainment](#) Company (NASDAQ: COOL), an innovative provider of [video games](#) for the mass market, along with Zumba Fitness LLC, today announced the release of [Zumba® Fitness Rush](#), the most technologically advanced, feature-rich addition to the [Zumba® Fitness](#) franchise, the number one fitness video game franchise of 2011. *Zumba® Fitness Rush* is now available nationwide, exclusively on [Kinect™ for the Xbox 360® video game and entertainment system from Microsoft](#).

“With more than 6 million *Zumba Fitness* games sold, we’ve tapped into a fan base that is excited about an exhilarating dance-fitness experience that yields real fitness results,” said Jesse Sutton, Chief Executive Officer, Majesco Entertainment. “This game delivers more content than any *Zumba Fitness* game to date while maximizing the exclusive capabilities of the Kinect for Xbox 360. We’re proud to share this experience with fans and help players everywhere reach their personal fitness goals.”

Zumba® Fitness Rush invites you to lose yourself in the music with a fun, effective workout that makes you forget you’re even exercising. The visually-stunning *Zumba® Fitness Rush* is jam packed with exclusive content for use with Kinect for Xbox 360, including: 10 additional routines, five new venues and three more instructors, plus voice control, online connectivity and full body motion tracking. Get a total body workout with 42 sizzling new songs and routines, 10 of which are exclusive to Kinect for Xbox 360, including contagious Zumba® fitness originals and tracks from hot artists like Pitbull and Nicole Scherzinger. Move to 24 international dance styles as you party yourself into shape – that’s twice the number of styles included in the original *Zumba® Fitness* game and more than any other dance game. Six superstar Zumba instructors guide you through each routine in a variety of new, exclusive arenas, while the new Progress Tracker calculates calories burned so you can maximize your workout. Learn the Steps training mode breaks down the core dance styles into the basics while a new move cue system helps players anticipate upcoming moves. Torch the calories in Full Class Mode where you can choose from a selection of 45 different Zumba classes ranging in length from 20 minutes to 60 minutes, or customize your own class with your favorite in-game tracks and routines.

“We are excited to launch Rush, our best video game to date,” said Alberto Perlman, CEO of Zumba Fitness, LLC. “Our current video games have had great success bringing the Zumba program to many new students. One of the most innovative options featured in the game (and one of my favorites) is the built-in class locator. Those who haven’t yet experienced a live Zumba class -- and are using the Rush video game at home -- can actually pull up the class locator to find a live class in their area. You can go from virtual to reality just like that!”

Players can keep the dance-fitness party going with downloadable *Zumba® Fitness Rush* dance style packs that will be available on Xbox LIVE® Marketplace for Xbox 360 later this year. Majesco Entertainment will release a three-song Bollywood style pack that expands upon the exotic in game

Indian choreography this May, and in September players can buy a Hip-Hop style pack that offers three hit tracks from today's popular artists. Each game add-on pack will be available for 400 Microsoft Points.

To further position the game, Majesco Entertainment has teamed up with 24 Hour Fitness, the nation's largest privately owned U.S. fitness club chain and a health club industry pioneer, to offer fans an exclusive promotion. Every copy of the *Zumba® Fitness Rush* video game includes a free seven-day pass to try a live Zumba® class at a 24 Hour Fitness location. In addition, 24 Hour Fitness is also featured within the video game in the dynamic rooftop environment.

View the gameplay trailer at zumbafitnessgame.com or download it [here](#). Later this month, players can also download the free *Zumba® Fitness Rush* playable demo on Xbox LIVE Marketplace for Xbox 360.

Developed by Zoe Mode, *Zumba® Fitness Rush* on Kinect for Xbox 360 is rated E10+ and available now for the suggested retail price of \$49.99. For more information about *Zumba® Fitness Rush*, please visit zumbafitnessgame.com.

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About Zumba Fitness, LLC

Zumba® Fitness is a global lifestyle brand that fuses fitness, entertainment and culture into an exhilarating dance-party workout. Coined "fitness-parties," Zumba classes blend upbeat world rhythms with easy-to-follow choreography, which provide effective, total-body workouts. Founded in 2001, the company is now the largest branded fitness program in the world -- reporting more than 12 million weekly class participants, in over 110,000 locations, across more than 125 countries. In addition to its original Zumba® program, the company also offers a range of specialty classes, including Zumba Gold® (for active older adults), Zumba® Toning (body-sculpting class that uses maraca-like Toning Sticks), Aqua Zumba® (the ultimate "pool party" workout), Zumbatomic® (Zumba routines for kids) and Zumba® in the Circuit (a 30-minute workout that combines signature Zumba® moves with circuit training at timed intervals). The Zumba® fitness lifestyle is rounded out by the company's many consumer product offerings, including DVD sets, music collections, multi-seasonal apparel and footwear, video games, Fitness-Concert™ events and a lifestyle magazine. For more information about Zumba Fitness programs and products, or to find a live class, visit zumba.com and find us on [Facebook](#) and [Twitter](#).

About Majesco Entertainment Company

Majesco Entertainment Company is a leading developer and publisher 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 all leading console and handheld platforms as well as online, social networks and mobile devices. Product highlights include Zumba® Fitness, Cooking Mama™ and Alvin and the Chipmunks. The company's shares are traded on the Nasdaq Stock Market under the symbol: COOL. Majesco is headquartered in Edison, NJ with offices in San Francisco, CA, Bristol, UK, and a social games development studio in Foxboro, MA. More info can be found online at www.majescoentertainment.com or on Twitter at www.twitter.com/majesco.

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