



FOR IMMEDIATE RELEASE

38 STUDIOS LICENSES BIGWORLD TECHNOLOGY SUITE

BigWorld Technology Suite to Provide Technical Foundation for Upcoming Original MMOG

MAYNARD, MA, February 26, 2007 – 38 Studios (www.38studios.com), a pioneering entertainment force delivering a broad spectrum of immersive products, today announced the company has entered into an agreement with BigWorld to license its BigWorld Technology Suite. The licensed engine will provide 38 Studios with the tools and technologies to support an unparalleled OEE™, (Online Entertainment Experience), for its upcoming massively multiplayer online game.

“BigWorld provides the most proven, robust and technically solid game engine and toolset available, while still allowing us to be flexible and tailor the technology specifically to our game,” said Jon Laff, 38 Studios’ Chief Technology Officer.

Led by the artistic vision of Todd McFarlane and the enthralling storytelling of R. A. Salvatore, 38 Studios is developing an original IP – a world made up of fantastical elements, settings, characters, creatures, rules, and experiences. The IP will encompass multiple media forms including the online game experience that is currently scheduled for release in late 2010.

“38 Studios is in a unique position in the MMOG market with an exciting project underway,” said Gavin Longhurst, Vice President of Business Development at BigWorld. “Our engine and toolset is very flexible, and allows them to use the technology in a very specific way that is ideal for long-term projects such as this. We are thrilled to be working with such a professional and talented group of game developers.”

President and CEO of 38 Studios, Brett Close added, “In our current development phase, 38 Studios is focused on prototyping the exceptional quality of our signature Online Entertainment Experience. This process can only come from tools and technology designed to deliver flexibility, efficiency, performance, and processing power. By licensing the BigWorld Technology Suite, we are empowered as developers to exceed the expectations of gamers, and ultimately achieve cross-media market penetration based on a completely original IP.”

About the BigWorld Technology Suite

Comprised of the BigWorld Server Software, Content Creation Pipeline, 3D Client Engine Package, Live Management Tools & Instrumentation, BigWorld Technology Suite is the only complete MMOG solution, providing all of the complex technology required to produce an engaging next-generation MMOG or Virtual Worlds.

About BigWorld Pty Ltd

BigWorld Pty Ltd was formed in 2002 to commercialize years of intense R&D, which started in 1999 and continues to this day. BigWorld Pty Ltd is a privately held company based in Australia that licenses its BigWorld Technology Suite middleware platform to game studios around the world that are looking to produce successful next-generation Massively Multiplayer Online Games and Virtual Worlds. Further information can be found on BigWorld website <http://www.bigworldtech.com>.

About 38 Studios

38 Studios, a media and entertainment company founded in 2006 by Curt Schilling, is developing an original fantasy IP driven by the creative and artistic visions of pop-culture icons R. A. Salvatore and Todd McFarlane. Entertainment products will include a massively immersive online entertainment experience that transcends the traditional MMO genre, novels, comics, toys, movies, TV, and more. For more information, visit <http://www.38studios.com>.

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