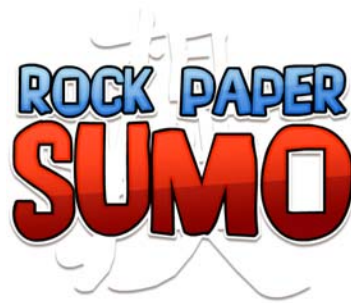




PRESS RELEASE
For Immediate Release



Frima Studio Launches First Facebook Game with the Addictive *Rock Paper Sumo!*

Build Your Sumo Wrestler's Weight and Skills in the Competitive World Arena of 'Rock-Paper-Scissors'

QUEBEC CITY – Thursday, June 10, 2010 – Frima Studio, one of Canada's premiere videogame development houses, announced today the launch of its first Facebook title, ***Rock Paper Sumo***. Ridiculously simple to play and cleverly addictive, ***Rock Paper Sumo*** lets Facebook gamers don the sumo wrestler's *mawashi* and fight to be the top contender in the world arena of 'rock-paper-scissors'!

"Rock Paper Sumo is a brilliant twist on the classic hand game 'rock-paper-scissors' and a great way to challenge and taunt your friends for ultimate dojo supremacy," said Steve Couture, CEO of Frima Studio. "The game has a fun and unique art style and tons of customizable options for your sumo wrestler...plus who doesn't like laying the smack down on friends with one of the most simple yet tried-and-true games of all time?"

In a quest to become the ultimate *rikishi*, wrestlers must live by the ancient ways of sumo: train hard, eat lots of calorie-rich bento to pack on the pounds, engage in sparring sessions against a deadly dummy and fulfill dojo duties with honor! Spend hard-won Bento Bucks and Dojo Dollars on hysterical makeovers with over 200 accessories to choose from, like cowboy hats, pink Mohawk, fu manchu, assorted tattoos, or even a chest fro! Each player must challenge his Facebook friends to fight in order to win battles and unlock achievements, brawling his way up the global leaderboard to ultimately be hailed as the best rock-paper-scissors player in the world!



Follow us on Facebook, Twitter, or enter the arena now by creating your very own sumo wrestler at http://apps.facebook.com/rock_paper_sumo

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About Frima Studio

Based in Quebec City, Frima Studio is a leading Canadian multiplatform game developer. Since 2003, the company has produced countless world-class products for the online, console, handheld, TV and mobile markets. On the leading edge of social gaming technology, Frima is focused on building the next-generation of massively multiplayer online games for children and adults alike. Frima's clients include world-famous names such as Build-A-Bear Workshop, Electronic Arts, Warner Brothers and Nickelodeon. With over 250 artists and programmers, Frima produces high-caliber games that are as remarkably outstanding artistically as they are technologically. frimastudio.com

Frima Studio Media Contacts

Jerry Whitehead III
(209) 586-1495 ex. 111
jerry@reverbinc.com

David Beaulieu
Communication advisor – Frima
(418) 529-9697 ex. 203
david.beaulieu@frimastudio.com