



PRESS RELEASE

For immediate release

Bivouac Urbain 2010: Count Frima In! The whole family is invited to Frima's kids' zone

QUÉBEC, Monday June 21st, 2010 – Frima is proud to participate in this second edition of the *Bivouac Urbain*, a veritable marathon of video game creation that will be held in Saint-Roch, Québec, from August 5 thru 8 2010. This festival is the perfect opportunity for everyone to meet Frima's dedicated team of professionals.

Frima's kids' zone

This year, Frima will be setting up a gaming area especially designed for kids and families, making the Bivouac Urbain an experience for the whole family! Discover Frima's exclusive collection of wacky characters: control undead hordes in *Zombie Tycoon*, create your own space robot in *GalaXseeds*, fatten up your sumo wrestler in *Rock Paper Sumo*, or train your brain with *Big Brain Wolf's* asthmatic hero!

Be there or be square!

In addition to being an exhibitor, Frima is urging its employees to participate in the game creation event by paying their registration fees. "What better way to showcase our team's creative talent and to push them to outdo themselves than by catapulting them in this amazing time trial?" says Steve Couture, Frima's CEO, "It's an investment, really, as they're bound to learn a new trick or two!"

Young Thor, the youthful god of thunder, is waiting for you!

The 2010 edition of the Bivouac Urbain is also the perfect occasion to try *Young Thor*, Frima's latest PlayStation Portable (PSP) game. And it's going to be fresh from the oven to boot, as it is scheduled to hit the virtual shelves by late July 2010. In it, our young gamers will be tasked with helping Thor, the juvenile god of thunder, battle legions of mythical creatures and thwart Hel's diabolical plans.



For more details on the Bivouac Urbain 2010: www.bivouacurbain.com

About Frima

100% Québécois, Frima is one of the most important video game company in Canada. Created in 2003, the studio employs 250 massively creative individuals in its Québec and Matane studios. In addition to its original creations, Frima develops Web-based games, virtual worlds, Facebook games, iPhone apps, as well as games for consoles and mobile phones. Frima is proud to count amongst its clients some of the greatest names in the entertainment industry, like Nickelodeon, Electronic Arts and Warner Bros. www.frimastudio.com

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