



**MAJESCO ENTERTAINMENT DELIVERS FIRST-OF-ITS KIND
AB SCULPTING GAME WITH ZUMBA® FITNESS CORE ON Wii™ AND
KINECT FOR XBOX 360, IN STORES NOW**

*Party Your Abs Off™ with the Newest Iteration of the Wildly Successful
Zumba® Fitness Video Game Franchise
That Has Sold More Than Eight Million Copies Worldwide*

EDISON, NJ, October 16th, 2012 – [Majesco Entertainment](#) Company (NASDAQ: COOL), an innovative provider of [video games](#) for the mass market, announced today that **Zumba® Fitness Core** is now available on Wii™ and Kinect™ for Xbox 360®. The first and only video game designed to sculpt your abs, **Zumba® Fitness Core** is packed with an array of new features including 40 new songs and routines, 33 international dance styles from around the world, fitness goals, nutrition tips and hot new choreography that targets your core within a total body workout.

The newest addition to the hit Zumba® Fitness video game franchise that has sold more than eight million copies worldwide, **Zumba® Fitness Core** is supported by a playable Kinect for Xbox 360 demo now available for download [here](#) from the Xbox LIVE® Marketplace for Xbox 360. View the launch trailer at [ZumbaFitnessGame.com](#) or download it [here](#).

“As a leader in the interactive fitness space, we are committed to delivering distinct experiences that offer players a fun and effective way to reach their fitness goals,” said Jesse Sutton, Chief Executive Officer, Majesco Entertainment. “*Zumba® Fitness Core* focuses on the #1 area women want to transform—their abs—with a deep at-home workout solution that includes an incredible soundtrack, wealth of dance styles, multiplayer support and fitness features from goal setting to calorie tracking to work out customization.”

"Zumba and Majesco have once again created a revolutionary game," added Alberto Perlman, Chief Executive Officer, Zumba Fitness. "Who wants to do painful crunches when you can dance, have fun and get amazing results? Everything from the graphics to the music to the tracking makes this game one of the best products we have ever created."

PARTY YOUR ABS OFF™ in **Zumba® Fitness Core** as celebrity Zumba® instructors guide you through routines set to a range of current chart-topping hits, era classics, exclusive re-records and genre-

blending fusion tracks that together with new Zumba® original songs, deliver 33 dance styles—the most diverse range included in any Zumba® Fitness video game to date. Choose from 45 different pre-set classes or customize your workout to suit your specific preferences. New fitness features include both nutrition and lifestyle tips, plus personal and community goals you can work toward to keep motivated. With multiplayer support for up to four players on Wii™ and two on Kinect for Xbox 360, players can throw a dance-fitness party in their living room.

Majesco Entertainment also revealed today the new Zumba® Wear Core Avatar Collection on the Xbox LIVE Marketplace for Xbox 360. Show off your virtual style with the 'Rock Your Core' V-Bra Top, Team Spirit Jersey, Electric Leggings and Lighten Up Outfit. Players can also participate in Breast Cancer Awareness Month by purchasing a Party in Pink™ avatar outfit for 240 Microsoft Points with 100% of proceeds donated to Susan G. Komen for the Cure® from October 2nd, 2012 through April 2nd, 2013. To preview the full Zumba® Wear Core Avatar Collection, please click [here](#).

Developed by Zoe Mode and rated E10+, **Zumba® Fitness Core** is available now for the suggested retail price of \$39.99 on Kinect for Xbox 360 and Wii™. For more information about **Zumba® Fitness Core**, 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 14 million weekly class participants, in over 140,000 locations, across more than 150 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), Zumba Sentao™ (chair-based Zumba class that strengthens, balances and stabilizes the core) 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 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 all leading console and handheld platforms as well as online, social networks and mobile devices. Product highlights include Zumba® Fitness, Cooking Mama™, and NBA Baller Beats™. 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, Brockhampton, UK, and a social games development studio in Foxboro, MA. More info can be found online at www.majescoent.com or on Twitter at www.twitter.com/majesco.

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