



**GET MOVIN' FOR A CAUSE WITH THE INSPIRING
ZUMBA® INSTRUCTORS FEATURED AS IN-GAME AVATARS IN
ZUMBA® FITNESS CORE**

Meet the Five Heroes Who are Making a Difference

Milton Keynes 19th November 2012 – [505 Games](#), an innovative provider of video games for the mass market and makers of the best-selling *Zumba® Fitness* video game franchise, is showcasing five extraordinary Zumba® instructors who appear as in-game avatars within the new *Zumba® Fitness Core* video game. United by their passion for Zumba and committed to causes that have very personal meaning for each of them, these Zumba® instructors are true heroes who are helping to make a difference for the larger community:

- Beth Hochstein is a Zumba instructor with Parkinson's Disease who teaches Zumba® classes for people with Parkinson's Disease;
- Diana Walton is a Zumba instructor and breast cancer survivor who regularly hosts Party in Pink™ Zumbathon™ charity events to raise money for breast cancer research;
- Michael Bertrand is a Zumba instructor with Asperger's Syndrome who regularly hosts Zumbathon™ charity events to raise money for Autism research;
- Annie Gurrola is a full time active duty soldier in the United States Army and volunteers her time teaching Zumba classes to soldiers and their spouses;
- Shelly Ruch is a Zumba instructor and breast cancer survivor who hosts Party in Pink™ fundraising events for breast cancer research and teaches Zumba classes that include other cancer survivors.

Meet these inspiring Zumba instructors and find out more about their stories [here](#).

“We were incredibly moved by these uplifting stories that demonstrate a tremendous strength of character to triumph over adversity,” said Liz Buckley, General Manager of the Zumba® Fitness video game franchise, Majesco Entertainment. “What’s even more inspiring is that these instructors have drawn strength and support from the remarkable Zumba community and in turn consistently given back

to others. It has been an honor to feature these Zumba instructors in **Zumba® Fitness Core** and help bring attention to their causes.”

In support of these courageous Zumba instructors and in celebration of National Breast Cancer Awareness Month, Majesco is now offering a Party in Pink™ avatar outfit that can be purchased through the Xbox LIVE® Marketplace for the Xbox 360® video game and entertainment system from Microsoft for 240 Microsoft Points. For a period of 6 months from now to April 2nd, 2013, Majesco will donate 100% of your purchase of the specially marked Party in Pink™ Zumba® Wear Avatar outfit to Susan G. Komen for the Cure®. To buy the Party in Pink™ outfit, please click [here](#).

Zumba® Fitness Core is the newest iteration in the hit Zumba® Fitness video game franchise that has sold more than eight million copies worldwide. The first and only video game designed to sculpt your abs, **Zumba® Fitness Core** is packed with an array of features including 40 new songs and routines, 33 international dance styles from around the world and hot new choreography designed to give you flat, sexy abs through an exhilarating total body workout. PARTY YOUR ABS OFF™ 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 from artists like Sean Paul, Enrique Iglesias, Karmin, Don Omar and many more. Choose from 45 different pre-set classes or customize your workout to suit your preference. New fitness features include nutrition and lifestyle tips plus personal goals to keep you motivated. Multiplayer support for up to 4 on Wii™ and online connectivity with Kinect™ for Xbox 360 unites players with the wider Zumba® community. Skip the crunches and dance your way to tight, toned abs with this engaging new interactive fitness experience!

Developed by Zoe Mode, **Zumba® Fitness Core** is now available on the Wii™ system from Nintendo and Kinect for Xbox 360. A free playable demo is also available for download from Xbox LIVE Marketplace for Xbox 360. Watch the launch trailer and find out more at 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 505 Games

505 Games is a global video game publisher focused on offering a broad selection of titles for players of all ages and levels. The company publishes games on all leading console and handheld platforms as well as for mobile devices and social networks. Product highlights include Zumba® Fitness, the Cooking Mama World series, Rugby World Cup 2011, Naughty Bear and IL2 Sturmovik: Birds of Prey.

505 Games is headquartered in Milton Keynes, UK with offices in Los Angeles, Lyon, Munich, Milan and Madrid and a network of distribution partners all over the world. For more information on 505 Games and its products please visit www.505games.com.

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 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, Brockhamptom, UK, and a social games development studio in Foxboro, MA. More info can be found online at majescoent.com or on [Twitter](https://twitter.com/majescoent).

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