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**BECOME THE HERO WITH D3PUBLISHER'S *BEN 10 ALIEN FORCE THE GAME*,
AVAILABLE NOW ON RETAIL SHELVES**

LOS ANGELES – October 28, 2008 – D3Publisher, a publisher and developer of interactive entertainment software, today launched the highly anticipated ***BEN 10 ALIEN FORCE™ The Game***, the only game based on the next-generation television series from Cartoon Network. In ***BEN 10 ALIEN FORCE The Game***, players work to help Ben and his buddies stop a diabolical alien invasion as they battle the Forever Knights and HighBreed. Gamers take control of Ben, cousin Gwen, former enemy Kevin Levin and Ben's new alien forms to employ distinctly different and complex powers to manipulate fire, swim underwater, grow more than 60 feet tall, climb walls, fly at Mach speed, plus lots more! ***BEN 10 ALIEN FORCE The Game*** is available at retail stores across North America for the Wii™ home video game system for a suggested retail price of \$39.95, and for PlayStation®2 computer entertainment system, Nintendo DS™ system and PSP® (PlayStation®Portable) system for a suggested retail price of \$29.95.

"BEN 10 ALIEN FORCE The Game is a truly authentic portrayal of the television series on Cartoon Network, and will captivate fans this holiday season," said Alison Quirion, vice president, marketing, D3Publisher. "Developer Monkey Bar Games has created an

epic adventure where series fans can revisit their favorite parts of the show, and also immerse themselves in new story content as they direct Ben's actions and decisions."

"The huge success of last year's *Ben 10: Protector of Earth* is a testament to the quality of the game created by D3 as well as fans' affinity to Ben 10," said Christina Miller, vice president of Cartoon Network Enterprises. "We're thrilled to release this follow-up game to further extend the brand and anticipate it will be a must-have game this holiday season."

BEN 10 ALIEN FORCE The Game is a fast-paced, 3D action adventure that offers eight playable characters, an unlimited combo system and puzzles and challenges that will engage players of all levels for hours at a time. Playable alien forms include Swampfire, Jet Ray, Humungousaur, Spidermonkey and Big Chill. Players will also direct cousin Gwen's new talent to create energy fields and use them to protect and attack, as well as Kevin Levin's ability to absorb materials like stone, wood and metal to create an impenetrable shell on his body. In addition to Swampfire and Humungousaur, the Nintendo DS version will offer alternate playable alien forms Goop, Echo Echo and ChromaStone, giving players additional unique powers to command and explore.

BEN 10 ALIEN FORCE The Game for Nintendo DS is rated "E" (Everyone – Cartoon Violence) and is developed by 1st Playable Productions, LLC. All other versions are rated "E 10+" (Everyone 10 and up – Cartoon Violence) and are under development by Monkey Bar Games™. The successful inaugural game for the brand, *Ben 10™: Protector of Earth*, was released in October 2007 and has sold more than 2 million units worldwide. For more information about Ben 10 videogames visit www.Ben10theVideogame.com.

About Cartoon Network

Cartoon Network (CartoonNetwork.com), currently seen in nearly 97 million U.S. homes and 166 countries around the world, is Turner Broadcasting System, Inc.'s ad-supported cable service offering the best in original, acquired and classic animated entertainment for kids and families. Overnight from 11 p.m. - 6 a.m. (ET, PT), Cartoon Network shares its channel space with Adult Swim, a late-night destination showcasing original and acquired animation for young adults 18-34. Turner Broadcasting System, Inc., a Time Warner company, creates and programs branded news, entertainment, animation and young adult media environments on television and other platforms for consumers around the world.

About D3Publisher

D3Publisher, a subsidiary of D3, Inc., is a leading interactive entertainment publisher and distributor for licensed and original titles for personal computers, major console platforms and handheld systems. D3Publisher has operations in the U.S., U.K., and Japan. The company also owns development studio Vicious Cycle Software, Inc., and its technology platform, Vicious Engine. Recent releases have included *Dark Sector*®, *Dead Head Fred*®, *Puzzle Quest: Challenge of the Warlords*®, and *Ben 10™: Protector of Earth*. For more information about D3Publisher, please visit: www.d3publisher.com.

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