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## **Majesco Entertainment's 'JAWS(TM) Unleashed' to Join PlayStation(R)2 System's Greatest Hits Program**

EDISON, N.J., March 12 /PRNewswire-FirstCall/ -- Majesco Entertainment Company, (Nasdaq: COOL), an innovative provider of digital entertainment products and content, today announced that its popular JAWS Unleashed video game for the PlayStation(R)2 computer entertainment system has been added to the Greatest Hits lineup. JAWS Unleashed was created through a licensing agreement with Universal Studios Consumer Products.

"JAWS Unleashed is the first game in Majesco's product line to achieve this significant milestone," said Ken Gold, vice president of Marketing for Majesco. "At only \$19.99, this unique action title is a terrific value for consumers anxious to become one of nature's deadliest predators."

Developed by Appaloosa Interactive, JAWS Unleashed delivers a free-roaming experience in an underwater environment teeming with life. As JAWS, players will connect with the primal instinct to continually feed or risk starvation. JAWS can perform a variety of underwater, surface and air attacks to terrorize the island community and destroy everything in its path. In addition, gamers will enjoy the thrill of the hunt to the instantly recognizable John Williams score from the original film. More information about the game is available at the official site: [www.jawsthegame.com](http://www.jawsthegame.com).

### **About Jaws**

Based on the popular bestseller by Peter Benchley, directed by Steven Spielberg and produced by Richard Zanuck and David Brown, Jaws both fascinated and terrified audiences, breaking box office records upon its release in 1975. Filled with heart-stopping tension and stunning power, the powerful film launched director Steven Spielberg's phenomenal commercial success and won three Academy Awards(R): Best Sound, Best Original Score and Best Film Editing. In addition, the memorable score by John Williams won a Golden Globe Award for 'Best Score' and was named one of the Top 100 Films by the American Film Institute.

Jaws also introduced the predatory shark as a new cinematic icon and struck a primal chord with audiences who connected overwhelmingly with the film's mixture of action adventure, terror, and moments of hilarity. The impact was so enduring that audiences never looked at the water the same way again in this suspenseful story of an eastern seaboard community terrorized by a giant white shark.

About Universal Studios Consumer Products Group

Universal Studios Consumer Products Group (USCPG) is responsible for global licensing and retail strategies as well as building brand recognition of the extensive catalogue of NBC Universal properties. Universal Studios Consumer Products Group is a unit of NBC Universal, one of the world's leading media and entertainment companies in the development, production, and marketing of entertainment, news, and information to a global audience. Formed in May 2004 through the combining of NBC and Vivendi Universal Entertainment, NBC Universal owns and operates a valuable portfolio of news and entertainment networks, a premier motion picture company, significant television production operations, a leading television stations group, and world-renowned theme parks. NBC Universal is 80% owned by General Electric and 20% owned by Vivendi.

#### About Majesco Entertainment Company

Headquartered in Edison, NJ, with an international office based in Bristol, UK, Majesco Entertainment Company (Nasdaq: COOL) is an innovative provider of digital entertainment products and content, with a focus on publishing video games for leading portable systems and the Wii(TM) console. Current product line highlights include Cake Mania(TM) for the Nintendo DS(TM), Cooking Mama: Cook Off for the Wii(TM) console and JAWS(TM) Unleashed. More information about Majesco can be found online at [www.majescoentertainment.com](http://www.majescoentertainment.com).

#### Safe Harbor

Certain statements contained herein are "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995, Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. These forward-looking statements may be identified by reference to a future period(s) or by the use of forward-looking terminology, such as "may," "will," "intend," "should," "expect," "anticipate," "estimate" or "continue" or the negatives thereof or other comparable terminology. The Company's actual results could differ materially from those anticipated in such forward-looking statements due to a variety of factors. These factors include but are not limited to, the demand for our products; our ability to complete and release our products in a timely fashion; competitive factors in the businesses in which we compete; continued consumer acceptance of our products and the gaming platforms on which our products operate; fulfillment of orders preliminarily made by customers; adverse changes in the securities markets and the availability of and costs associated with sources of liquidity. The Company does not undertake, and specifically disclaims any obligation, to release publicly the results of any revisions that may be made to any forward-looking statements to reflect the occurrence of anticipated or unanticipated events or circumstances after the date of such statements.

"PlayStation" and the "PS" Family logo are registered trademarks of Sony Computer Entertainment Inc.

Jaws is rated PG-13 (Parents Strongly Cautioned -- Some Material May Be Inappropriate For Children Under 13). Please consult [www.filmratings.com](http://www.filmratings.com) or [www.parentalguide.org](http://www.parentalguide.org) for more information.

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