



## **THQ AND DOUBLE FUSION RENEW GLOBAL IN-GAME ADVERTISING PARTNERSHIP**

### **Leading In-Game Advertising Company Offers Premium Ad Opportunities within THQ's *UFC 2009 Undisputed* and *MX vs. ATV Reflex***

SAN FRANCISCO – June 9, 2009 – Leading independent in-game advertising company Double Fusion has expanded its relationship with THQ Inc. (NASDAQ: THQI). Through a new agreement, Double Fusion is now offering a portfolio of dynamic advertising opportunities across new THQ AAA titles for the PLAYSTATION®3 including *UFC® 2009 Undisputed*, and *MX vs. ATV™ Reflex*.

“We are thrilled to be representing some of the top video games from THQ, including the multimillion-unit-selling MX franchise,” stated Jonathan Epstein, President and CEO, Double Fusion. “Marketers have responded enthusiastically to advertising opportunities available on the PLAYSTATION®3, and titles like THQ’s add breadth and depth to our already substantial offering.”

“We are pleased to work with Double Fusion to deliver in-game advertising that enhances the real-world experience of our fighting and racing titles,” said Scott Guthrie, executive vice president of publishing, THQ. “Double Fusion’s extensive reach enables us to maximize the opportunity to deliver premium advertising content to the gaming audience.”

As the in-game marketplace grows, Double Fusion has realized continued revenue growth in line with a record-breaking sales quarter for the video game industry. THQ is poised to tap into this industry momentum as its deal underscores Double Fusion’s commitment to offer advertisers and agency partners the broadest possible range of advertising opportunities for marketers looking to reach the coveted 18-34 male demographic. THQ will also tap Double Fusion’s sales, marketing, integration consulting, and dynamic in-game advertising technology programs and solutions.

Developers and publishers interested in learning more about increasing per-title revenues through integrated and dynamic ad placement opportunities with Double Fusion should contact [business@doublefusion.com](mailto:business@doublefusion.com).

### **About *UFC 2009 Undisputed***

*UFC 2009 Undisputed* is an explosive fighting game that recreates the action, intensity and attitude of a UFC live event. Players will explore a deep roster of more than 80 top fighters in UFC competition across all five weight classes. In addition, they will enter the Octagon surrounded by the sport's renowned announcer, commentators, referees, trainers, Octagon Girls and more. Photorealistic models are at the forefront, as players will view amazing ripple effects across the faces and bodies of their fighters from the impact of devastating punches and kicks.

A brand new fighting game engine designed specifically for next generation systems delivers innovative, responsive and easy-to-play controls that enable unparalleled command of fighters, as players take down opponents with a variety of mixed martial arts disciplines, including Muay Thai, Kickboxing and Brazilian Jiu-Jitsu. The game's Create-a-Fighter system jumpstarts the careers of future champions through character customization, while a robust Career Mode will develop a fighter's attributes and skill sets while fighting to enter the UFC Hall of Fame. In addition, *UFC 2009 Undisputed* lets players revisit key moments in UFC history and attempt to recreate the matchups through a Classic Fights Mode. Furthermore, players may enhance their gameplay experience through online support, including downloadable content.

More information about *UFC 2009 Undisputed* can be found at [www.ufcundisputed.com](http://www.ufcundisputed.com) and [www.thq.com](http://www.thq.com).

### **About *MX vs. ATV Reflex***

*MX vs. ATV Reflex* marks the highly anticipated return of the best-selling off-road racing franchise and features the all-new Rhythm Racing 2.0 physics engine, Rider Reflex control system and real-time terrain deformation. The Rider Reflex control system provides unparalleled precision and fluidity by separating machine steering from body positioning, which allows the independently controlled rider to shift his weight, perform death-defying stunts and avoid potentially devastating wrecks. Unprecedented terrain deformation creates ever-changing courses as off-road vehicles carve lines and deep ruts that have a real-time impact on gameplay and remain persistent through the full length of each race. *MX vs. ATV Reflex* will offer players the chance to become the rider and leave their mark in Holiday 2009. For more information on *MX vs. ATV Reflex*, please visit [www.mxvsatv.com](http://www.mxvsatv.com).

### **About Double Fusion**

Double Fusion is the most powerful multi-platform in-game advertising network in the world. Tapping into the growing \$2 billion dollar in-game advertising market, Double Fusion connects Fortune 500 brands to millions of video game players through their award-winning dynamic ad-serving technology and marketing services. Committed to providing free and ad-supported games for everyone, Double Fusion's global network currently boasts over 30 top-tier game publishers providing unique game content experiences for consumers and the advertisers looking to reach them across all demographics, platforms, and game genres. Privately held and headquartered in San Francisco, Double Fusion has offices in Chicago, New York, Jerusalem, London and Tokyo.

Advertisers interested in opportunities within the Double Fusion Network; and developers and publishers interested in increasing their per-title revenues through integrated and dynamic ad placement opportunities should visit [www.AdvertisingInPlay.com](http://www.AdvertisingInPlay.com).

## **About THQ**

THQ Inc. (NASDAQ: THQI) is a leading worldwide developer and publisher of interactive entertainment software. The company develops its products for all popular game systems, personal computers and wireless devices. Headquartered in Los Angeles County, California, THQ sells product through its global network of offices located in North America, Europe and Asia Pacific. More information about THQ and its products may be found at THQ's US website at [www.thq.com](http://www.thq.com) and [www.thqwireless.com](http://www.thqwireless.com) . THQ, MX vs. ATV Reflex and their respective logos are trademarks and/or registered trademarks of THQ Inc.

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