



NEW EUROPEAN PUBLISHER EMERGES

Rising Star Games announces a strategic alliance with exciting new European games publisher Gamebridge; first titles to be released spring and summer 2009.



Rising Star Games

9th March 2009 - 'Gamebridge' announces entry into the European video games market and distribution partnership.

Gamebridge is a joint venture between Interchannel, a Tokyo based developer and publisher of video games alongside other media entertainment: online, mobile and TV animation, and Bergsala the official Nintendo Distributor for the Nordic region.

As a new European video games publisher, Gamebridge's stated mission is to bring fresh, new concepts from Japan into Europe. Gamebridge is motivated by the same passion and care that makes Japanese products unique and will act as a bridge between the two cultures.

Rising Star Games confirmed its partnership with the new European games publisher, Gamebridge. With three Nintendo DS releases planned for spring/summer 2009, Rising Star Games will handle all of the firm's sales and marketing initiatives throughout the PAL territory.

Speaking after agreeing the deal, Shigeki Takeuchi, CEO of Gamebridge said: 'In 2009 we will commence a long planned campaign on the European market with the launch of our first titles for Nintendo DS. Partnering with Rising Star Games allows us to 'hit the ground running' very effectively, working with a company that shares our outlook and goals'.

Martin Defries, Managing Director of Rising Star Games said: "I am delighted to confirm this exciting partnership with Gamebridge. The key figures in the creation and running of this company have a proven track record of success in the video games market in Europe and Japan. For Rising Star Games it further embodies the spirit of bringing the best from Japan into our stable of releases in 2009".

Gamebridge will announce its first titles during March 2009.

For more information, please contact Yen Hau (RSG) on +44 (0) 1582 433 708 or via yen.hau@risingstargames.com.

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About Gamebridge

With a history stretching as far back as to their involvement in the NEC PC Engine, Tokyo based developer/publisher Interchannel has formed a joint venture with Nordic Nintendo distributor Bergsala. Gamebridge will publish games for all platforms that were created or licensed by Interchannel from studios from Japan and around the world.

About Rising Star Games

Rising Star Games Limited is a video games publisher for Sony PSP™, Nintendo DS™ and Wii™ in the PAL territory. A joint venture between Japanese publisher/developer Marvelous Interactive and Nintendo Nordic distributor Bergsala, Rising Star Games' mission statement is to bring the best of Japanese gaming titles to the European consumer. The company has published enhanced and updated versions of some of interactive entertainment's most successful franchises.