



Start a Fitness-Party at Home and Get Your Body Rockin' with the [Zumba® Fitness 2](#) Video Game on [Wii™](#), In Stores Now

The Sequel to the Best-Selling [Fitness Game](#) of the Year with More Than 4 Million Units Sold Features New Dance Styles and Contagious New Routines

EDISON, N.J. – November 15, 2011 – [Majesco Entertainment Company](#) (NASDAQ: COOL), an innovative provider of [video games](#) for the mass market, along with Zumba Fitness, LLC, announced today that the *Zumba® Fitness 2* video game, sequel to the best-selling [dance-fitness](#) video game, is available now at retailers nationwide.

The original *Zumba® Fitness* game is the number one fitness title of 2011 with more than 4 million copies sold worldwide. *Zumba® Fitness 2* builds on the solid foundation set forth by its predecessor and amps up the experience with all-new routines, hit music, customization features and 24 dance styles, more than any other game. Join the party with the *Zumba® Fitness 2* video game launch trailer [here](#).

“We’ve realized phenomenal success with our *Zumba® Fitness* franchise and we’re proud to answer the overwhelming demand for more by bringing a fun, high-quality interactive experience to market,” said Jesse Sutton, CEO of Majesco Entertainment.

Featuring hot new music tracks, electrifying choreography, new venues and double the number of dance styles from the original video game, the *Zumba® Fitness 2* video game invites players to party their way into shape with a fun and proven program. Get moving with amazing Zumba® presenters, Beto, Tanya Beardsley and Gina Grant as they guide you through each exhilarating routine, ranging from Merengue and Hip-Hop to Bollywood and Latin Pop. For the first time, players can customize their own class with their favorite routines and track calories burned. Whether playing in Single Song, Full Class or multiplayer mode with support for up to four dancers, players will have a blast with this unique dance-fitness experience that shapes, tones and transforms their bodies, and makes them forget they’re even exercising.

Additional *Zumba® Fitness 2* Video Game Features:

- **Get Lost in the Beat** – 32 electrifying new routines and contagious music tracks with international beats that now include hits from today’s hot artists: Pitbull, Nicole Scherzinger and Yolanda Be Cool & DCup.
- **Shake it in Style** – From fan favorites like Salsa and Reggaeton to all new styles like Bollywood, Ragga, Latin Pop and Pasodoble, players can learn 24 different dance styles from all over the world. That’s more than twice the number in the original best-selling game!
- **Customize Your Experience** – Select your favorite routine in Single Song mode, take a class designed by Beto, Gina Grant or Tanya Beardsley, or craft your own playlist in Full

Class mode. You can even take it slow in Learn the Steps tutorial mode before you dive into the choreography.

- **Join the Party** – Invite your friends to join the fun in multiplayer mode that supports up to four players.
- **Location, Location, Location** – Dance it up in five dynamic new environments, from a Miami Yacht to a Los Angeles nightclub.
- **Superstar Instructors** – Dance and interact with top Zumba® instructors Beto, Tanya Beardsley and Gina Grant.
- **Dance Hands-Free** – The exclusive *Zumba® Fitness* belt is included inside every box so you can holster your Wii Remote™ and naturally move to the music.

Majesco Entertainment has teamed up with 24 Hour Fitness, the nation's largest privately owned U.S. fitness club chain and a health club industry pioneer, to offer fans an exclusive promotion. Every copy of the *Zumba® Fitness 2* video game includes a free seven-day pass to try a live Zumba® class at a 24 Hour Fitness location. In addition, 24 Hour Fitness is also featured within the video game in the dynamic rooftop environment.

Developed by Zoe Mode, *Zumba® Fitness 2* for [Wii™](#) is rated T for Teen and available now for the suggested retail price of \$39.99. *Zumba® Fitness Rush* will launch on Kinect™ for Xbox 360® in February 2012.

To watch the launch trailer and find out more, please visit www.ZumbaFitnessGame.com.

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About The Zumba® Program

Zumba Fitness is the largest branded fitness company in the world. It blends contagious and easy-to-follow choreographies set to upbeat Latin and world rhythms. Coined the "fitness-party," Zumba® classes provide an effective total-body workout, which tones and sculpts while burning fat. In 2011, Zumba Fitness celebrates 10 years of changing lives as more than 12 million devotees attend weekly Zumba classes across 125 countries in more than 110,000 locations. In addition to the original Zumba program, there are now four specialty programs: the Zumba Gold® program, a modified version for active older adults; the Zumba® Toning program featuring lightweight, maraca-like Zumba® Toning Sticks; the Aqua Zumba® program, the ultimate "pool party" workout; and the Zumbatomic® program, kid-friendly Zumba routines. For at-home fitness, the brand offers the Zumba® Fitness Total Body Transformation DVD Set and the cutting-edge Zumba® Fitness Exhilarate™ DVD collection; both feature original Zumba® Fitness music created by award-winning producers. In 2010, the Zumba® Fitness Video Game was released on multiple platforms. The brand also offers its colorful and expressive Multi-seasonal Zumba apparel and footwear collections. For more information or to find a live class, visit zumba.com, and find us on Facebook and Twitter. For approved photography, email pr@zumba.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™, Alvin and the Chipmunks, and Hulk Hogan's Main Event. 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, Bristol, UK, and a social games development studio in Foxboro, MA. More info can be found online at www.majescoentertainment.com or on Twitter at www.twitter.com/majesco.

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