

FOR IMMEDIATE RELEASE

Brenda Bailey
Chief Operating Officer
Deep Fried Entertainment Inc.
#400 - 1062 Homer St.
Vancouver, BC V6B 2W9
Office (604) 633-0399
Cell (604) 765-7273
bbailey@deepfriedentertainment.com
www.shadowplaygame.com

VANCOUVER, BC – January 5, 2010—()—Deep Fried Entertainment Inc., an independent video game developer, is proud to announce its first WiiWare™ title, *ShadowPlay*, an entertaining puzzle game that will have you thinking about common household objects in a different light! The game is available exclusively on WiiWare service for Nintendo's Wii™ system, and will be released January 11th, 2010.

ShadowPlay challenges players by transforming shadows into 100 exciting, unique puzzles. By using the Wii Remote™, players manipulate their given objects one by one to create a cumulative shadow that matches the goal. As more challenging puzzles are unlocked, players will have to find more creative ways to solve problems. You will never look at a slice of pizza the same way again! Winning a round will allow players to advance to the next level as well as score another item to use in the FreePlay Mode where you can unleash your imagination and create your own shadow art. Try creating a bike out of a pineapple or a dolphin out of the shadow of a pear. Family and friends can also jump in to help tackle a puzzle at any time using Local Co-op Mode! *ShadowPlay* will provide tons of brain-racking fun for players of all ages!

What is even more awesome is that *ShadowPlay* is the first independent WiiWare game to take full advantage of the Wii MotionPlus™, which means you can experience full maneuverability of objects and have even more fun! Of course, the game still works with the Nunchuk™ controller and will provide loads of entertainment.

"*ShadowPlay* is a unique game introducing a new way to solve puzzles. Playing with shadows is present in almost every culture in the world, in some form or another, and I think this game taps into a really creative way to express ourselves. I particularly love the FreePlay mode!" says Brenda Bailey Gershkovitch, DFE's C.O.O.

Key Features:

-100 intriguing puzzles, lots of unique objects for manipulation and 10 themes with various challenging levels provide entertainment for all players of all ages!

- Wii MotionPlus compatibility!

-Local Co-op mode allows for collaborative fun

-Full manipulation of 3-D objects for complete control

-Bonus FreePlay Mode where you can create your own shadows!

How do you ShadowPlay?

Nintendo trademarks used under license. WiiWare is available only through the Wii console.