



**ZOO ENTERTAINMENT ANNOUNCES
MINUTE TO WIN IT™
KINECT™ GAME FOR XBOX 360®**

Drop your controller for the Kinect version of NBC's popular competition series featuring the voice and likeness of Guy Fieri

CINCINNATI, OHIO (USA) – September 21, 2011– Video game publisher Zoo Entertainment, Inc. (NASDAQ CM: ZOOG) is proud to announce the Fall 2011 release of [***"Minute to Win It"™***](#) for Xbox 360®.

"Minute to Win It" utilizes the Xbox 360 Kinect™ Sensor to offer controller-less reality gaming fun for the whole family. Literally jump into the action with your Xbox 360 Kinect Sensor to compete in twenty deceptively difficult 60-second challenges taken right from NBC's hit competitive series, ***"Minute To Win It."*** Similar to what is seen on television, ***"Minute to Win It"*** features the likeness of celebrity chef and host Guy Fieri who guides you throughout the game.

"The premise of the ***'Minute to Win It'*** game show translates perfectly to a Kinect experience because the real physical challenges of the game can be implemented using a hands-free control mechanism," said Mark Seremet, CEO of Zoo Games, Inc. "What we've noticed during the focus group testing was that players who weren't familiar with the show still had an amazing time playing the game. It's just inherently fun. Also, one of the most entertaining aspects of any Kinect game is



watching video replays of yourself and others and in **'Minute to Win It'** for Kinect we have set up challenges that will lead to hilarious and entertaining video reels."

"With the release of **'Minute to Win It'** for Kinect, families will now have an amazing player experience to recreate the challenges directly adapted from the hit NBC series in the comforts of their home," said Kim Niemi, senior vice president, NBCUniversal Television Consumer Products Group. "No matter the occasion, families and friends can partake in the fun and excitement as they race against the clock."

Catch ping pong balls in "Bucket Head," hit oranges into a circle using a banana on a string in "How's It Hangin'" and bounce coins into a jug in "Supercoin" to try and win \$1,000,000.

"Minute to Win It," developed by Smackdown Productions and licensed through NBC Universal Television Consumer Products Group, includes four single-player modes and six multi-player modes with two-player co-op and four-player turn-based action.

"Minute to Win It" for Kinect is rated "E" for "Everyone" by the ESRB and will be available October 18, 2011, for Xbox 360 for \$29.99.

For more information about **"Minute to Win It"** for Kinect including screen shots and videos, visit the game's site at MinuteToWinItKinect.com and follow the game on [Facebook](https://www.facebook.com/MinuteToWinItKinect).

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For embeddable clips and full episodes from NBC shows, please visit NBC.com's official show site: <http://www.nbc.com/minute-to-win-it/>.

For artwork and a complete press kit from the show please visit the NBC Universal Media village website at <http://www.nbcumv.com/mediavillage/>.

Please follow us on <http://www.facebook.com/minutetowinit> and at [www.twitter.com/minutetowinit](https://twitter.com/minutetowinit).

Play the games: <http://www.nbc.com/minute-to-win-it/how-to/>.

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About Zoo Entertainment

Zoo Entertainment (ZooGamesInc.com) is a developer, publisher and distributor of interactive entertainment software targeted to family-oriented mass-market consumers. With a strong network of leading national mass-market retailers, its casual and value-focused titles span categories including sports, family, racing, game show, strategy, action-adventure, and more. Zoo Entertainment software



is developed for all major consoles, handheld gaming devices, PCs and mobile devices as well online and download game services.

About NBCUniversal Television Consumer Products Group

NBCUniversal (NBCUConsumerProducts.com) is a leader in providing entertainment programming to the domestic and international marketplaces. NBCUniversal Television Consumer Products Group manages all global ancillary television business endeavors for the NBCUniversal Television Group, including third-party home entertainment distribution, consumer products, musical soundtracks, special markets projects and the NBCUniversal Online Store.

About "Minute to Win It"

"Minute to Win It" is hosted by All-American chef and television personality Guy Fieri ("Diners, Drive-Ins and Dives"). The series features competitors participating in a series of simple, yet nerve-racking, games that can lead to a \$1 million prize. In each one-hour episode, competitors face 10 challenges that escalate in level of difficulty using everyday household items. Each game has a one-minute time limit and failure to finish the task on time will eliminate the contestant. At various points throughout the game, the competitor can walk away with the money earned up to that point - but it'll take nerves of steel to complete all 10 tasks to win \$1 million. The competitors, who come from all walks of life, are shown over 60 games prior to the competition and are encouraged to practice these one-of-a-kind challenges at home.

"Minute to Win It" is produced by Universal Media Studios with Friday Television. Craig Plestis, Tim Puntillo (*Identity*), Mattias Olsson and Jock Millgardh serve as executive producers.

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