

## ALLIANCE DISTRIBUTORS ANNOUNCES RELEASE OF “ELEMITES” IN THE iTunes APP STORE

For Immediate Release:

New York, New York – September 22, 2011 – Alliance Distributors Holding Inc. (Pink Sheets: ADTR.PK), a distributor of interactive video games and gaming products, today announced that Metaversal Studios, its content development arm, has released ‘Elemites’ in the iTunes App Store.

The game casts the player in the role of an inept wizard who is chased from his village by an angry mob after a spell goes horribly awry. A book of magic gives him the power to summon mysterious elemental creatures called Elemites. Armed with the book and his Elemite forces, he sets off to seek his revenge.

Players can begin the journey, free for the first region, and then upgrade the game for \$0.99 to unlock additional regions.

"Elemites gives us the opportunity to bring a new genre of games to iOS," said Matt Sughrue, Vice President of Product Development. "With Elemites, we've created the RTSS genre, which marries vertical scrolling with deep strategy. Gamers of all types and skill levels will enjoy the new twist on strategy gaming and fans of our games will love the quirky humor."

Jay Gelman, Chairman and Chief Executive Officer, stated, "We're excited to add Elemites to our growing list of innovative, mobile, casual games. Elemites combines an entertaining story, great art work and challenging game play, to create a great gaming experience."

About Alliance Distributors Holding Inc.

Alliance Distributors Holding Inc. ([www.alliancedistributors.com](http://www.alliancedistributors.com)), which does business as Alliance Distributors, is a full-service wholesale videogame distributor, specializing in gaming products and accessories for all key manufacturers and 3rd party publishers. Alliance Distributors offers support on: PS3, PSP, PS2, X-Box 360, Wii, DS and GBA SP, peripherals and software titles. Alliance develops downloadable and social content video games through Metaversal Studios ([www.metaversalstudios.com](http://www.metaversalstudios.com)), which it wholly-owns.

Safe Harbor

Certain statements contained in this press release contain forward-looking statements including without limitation, statements concerning our operations, economic performance, and financial condition. The words “estimate,” “believe,” “expect,” “should” and “anticipate” and other similar expressions generally identify forward-looking statements, which speak only as of their dates.

Investors are cautioned that all forward-looking statements, which are based largely on our current expectations, involve risks and uncertainty. Actual results, events and circumstances (including future performance, results and trends) could differ materially from those set forth in such statements due to various factors, risks and uncertainties, including without limitation, risks associated with technological change, competitive factors and general economic conditions, including the related impact on discretionary consumer spending, changes in marketing and distribution strategies by manufacturers,

continued shortages of new platform systems, timely development and release of video game products we produce, potential cost overruns in our development of video games, ability to protect our intellectual property rights, potential claims that we have infringed the intellectual property rights of others, market acceptance of games we develop, ability to realize anticipated benefits of acquisitions, potential undiscovered liabilities of companies that we acquire, changes in our business or growth strategy, the emergence of new or growing competitors, various other competitive and technological factors. There can be no assurance that the results referred to in the forward-looking statements contained in this release will occur. The Company has no duty and undertakes no obligation to update any forward-looking information, whether as a result of new information, future developments or otherwise.

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