

ALLIANCE DISTRIBUTORS ANNOUNCES RELEASE OF “UPDRAFT JACK” IN THE iTUNES APP STORE

For Immediate Release:

New York, New York – January 17, 2012 – Alliance Distributors Holding Inc. (Pink Sheets: ADTR), Metaversal Studios, its content development arm, has released “Updraft Jack” in the iTunes App Store.

“Updraft Jack” contains eye-popping 3D graphics and fast-paced game play suitable for players of all ages and skill levels. The title character is a sugar glider, a small Australian marsupial that can glide like a flying squirrel through the game’s rainforest setting. The player collects power-ups, avoids obstacles and dodges enemies while gliding through the rainforest canopy.

‘Updraft Jack’ is a fresh take on the dash game genre,” said Matt Sughrue, Vice President of Product Development at Metaversal Studios. “It’s gorgeous to look at and easy to pick up and play. It’s a great game for players of all ages.”

Jay Gelman, Chairman and Chief Executive Officer, stated, “We’re excited to add ‘Updraft Jack’ to our growing list of mobile, casual games. Updraft Jack is engaging from the get go, it combines great art work and addictive game play.”

About Alliance Distributors Holding Inc.

Alliance Distributors Holding Inc. (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), 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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