

SONY TERMINATES ITS DIRECT DISTRIBUTION AGREEMENT WITH ALLIANCE DISTRIBUTORS

For Immediate Release

New York, New York – April 9, 2010 – Alliance Distributors Holding Inc. (Pink Sheets: ADTR.PK), a distributor of interactive video games and gaming products, today announced that Sony has terminated the Company's distributorship effective May 1, 2010. The Company believes that Sony's decision reflects a change in its general distribution strategy.

Jay Gelman, Chairman and CEO of Alliance, said "Over the last year Sony has reduced its allocation of console units to the Company. As a result, purchases from Sony which accounted for 44% of our total purchases in 2008 declined to 23% of total purchases in 2009. We have responded by purchasing increasing amounts of Sony products in the general market and by continuing our strategy of dedicating more purchasing dollars to higher margin value business. We will continue this strategy in 2010.

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 produces video game content through its new Metaversal subsidiary.

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," 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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