

JIM CORFMAN, WARREN HARMEL AND BARKLEY STUART
ELECTED TO ALLIANCE DISTRIBUTORS' BOARD OF DIRECTORS

For Immediate Release

New York, New York – April 30, 2009 – Alliance Distributors Holding Inc. (ADTR.PK), a distributor of interactive video games and gaming products, today announced that Jim Corfman, Warren Harmel and Barkley Stuart have been elected to the Company's Board of Directors.

Mr. Corfman is currently CEO and President of Corfman Capital, and serves on the Board of Directors of Centiv Inc. He previously served as a partner at Volpe Welty and Co, Solomon Brothers and E.F. Hutton.

Mr. Harmel is a founding partner and recently retired CEO of Dieste Harmel & Partners, the leading advertising and marketing agency focused on the US Hispanic market. He also serves as a director of D4D Technologies, a pioneering innovator in digital dentistry.

Mr. Stuart is Executive Vice President and member of the Board of Directors of the Glazer's Family of Companies, a distributor of beverage alcohol products. He also serves as a board member of the Texas Facilities Commission and of various not for profit organizations.

"We are very pleased to add these three talented individuals to our board," said Jay Gelman, Chairman and CEO. "Each brings a distinct expertise in a range of areas that are important to the continued growth of our company. In addition, as significant investors they further align the board with the perspective of our shareholders."

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.

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, changes in marketing and distribution strategies by manufacturers, continued shortages of new platform systems, difficulty in integrating and deriving synergies from 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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