



## **New Video Game Mashup Site Launched**

### **Blockade Entertainment and GorillaSpot, Inc. join forces to create Mashade.com, the only site allowing for personalized video game mashups**

Los Angeles, California and New York, New York. Blockade Entertainment and GorillaSpot, Inc. today announced the launch of Mashade.com, a video game mashup site that will allow fans the opportunity to create and share their own personalized video mashups using footage from the official trailers of today's hottest video games.

Using GorillaSpot's intuitive and robust video editing technology, Mashade.com will provide a new experience for users to interact with video game content to create their own video game mashups, which can then be easily shared via email or social networking websites like Facebook and MySpace. Users of Mashade.com will be able to take video assets provided from the game publisher and edit together their own trailer by adding in sound effects, graphic overlays, music and titles using the mashup application. Partnering with publishers like EA, Gearbox, Codemasters, Warner Brothers and Sony, the site will launch with content from the games Burnout Paradise, Brothers in Arms, Heavenly Sword, and Race Driver GRID, and will continue to provide new game trailers and enhanced editing features on a regular basis.

"The idea of doing a video game mashup site was something we wanted to reserve for just the right opportunity. Partnering with Blockade Entertainment allowed for instant access to all the video game publishers and their content. We knew if any demographic was going to truly enjoy and embrace the mashup experience, it would be gamers," said Athan Stephanopoulos, CEO GorillaSpot.

Blockade is leveraging its relationship with the best video game companies to provide premier content for the site. "With the popularity of Machinima and user-generated content online, providing an easy-to-use video mashup tool focusing on game content is the logical next step, and partnering with GorillaSpot provided the most feature-rich video mashup application out there. We looked at the marketplace and there was clear opportunity as nobody had yet created a mashup experience for video game related content", said Brian Selzer, VP New Media at Blockade.

Aside from premium video game footage provided by the publishers, the site currently boasts hundreds of sound effects, including celebrity voice impersonations for the user to incorporate in the video mashups.. For music, Mashade.com has partnered with Hollywood Records and currently features the latest music from the bands Breaking Benjamins and Atrayu.

#### **About Blockade Entertainment**

Blockade Entertainment is the first animation studio of its kind to create and distribute compelling 3D animated content through the utilization of video game engines and assets. The company has created a sophisticated production pipeline and technology platform that can produce high quality 3D animation for a fraction of the time and cost. The process allows television networks and online media portals to distribute original animated content at a level of quality normally associated with large theatrical releases. Blockade has quickly formed partnerships with several major video game publishers and content owners to produce television series based on their intellectual properties. These series will then be distributed to network,cable, broadband, DVD and mobile outlets domestically and internationally. The company is also co-developing several original projects directly with the networks.

About GorillaSpot, Inc.

GorillaSpot is an online video editing application that brings premium entertainment content into the hands of users eager to express their creativity. GorillaSpot provides the most the most seamless experience for a user to interact with branded content by using an extremely intuitive and robust video editing application. User created videos can easily be shared in a number of ways, such as posting to social networking websites, blogs and via email. The viral features within the application provide for branded content to reach audiences far beyond traditional methods. The application is unlike any other, in that it can be customized for different campaigns to meet the specific needs of various participating partners. GorillaSpot has developed mashup promotions for clients such as Paramount Pictures, CBS, Fox, Atlantic Records and NCAA.