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BANAGRAMS

Majesco Entertainment Announces Bananagrams Game Now Available On The App Store

Award-winning word game now available for iPhone and iPod Touch.

BY IGN STAFF

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EDISON, N.J. -Majesco Entertainment Company (NASDAQ: COOL), an innovative provider of video games for the mass market, today announced that the popular anagram game, Bananagrams, is now available on iPhone and iPod touch. Developed by Large Animal Games, Bananagrams ignores all the rules of traditional board games in favor of an every-player-for-themselves approach that delivers lightning-fast puzzle play guaranteed to get the mind moving and drive players "bananas."

"Majesco is very excited to be developing games for cutting edge mobile platforms like iPhone and iPod touch," said Gui Karyo, Executive Vice President of Operations, Majesco. "Bananagrams' fast-paced style of multiplayer puzzle gameplay is perfectly suited to take full advantage of the capabilities offered by these powerful portable devices."

The object of Bananagrams is to create as many words as quickly as possible from an initial batch of selected tiles. Unlike other turn-based games, Bananagrams has players simultaneously playing to form interconnected words. Once the tile pile is depleted, the player who is able to use all of his or her tiles first wins. The innovative Multi-Touch user interface of iPhone and iPod touch allows players to drag and drop groups of letters and even entire words at a time with lightning-quick speed and precision. Multiplayer matches are supported using the devices' network capabilities.

In "Live" players can challenge up to 24 friends in head-to-head, real-time games or they can compete for best individual times with up to 24 players in the Multiplayer Banana Café. Players can also compete against other players in multiplayer matches on the recently introduced Bananagrams application for Facebook Platform. In addition, players can test their skills in two single-player game modes - Banana Solitaire and Single Player Banana Café. Players can also earn tokens and trophies for achieving gameplay goals and spend their earned game credits on upgrades such as different tile sets, board designs or Special Items.

Bananagrams is available for \$4.99 from the App Store on iPhone and iPod touch or at www.itunes.com/appstore/. For additional information about Majesco's exciting line of products, please visit: www.majescoentertainment.com.

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About Majesco Entertainment Company

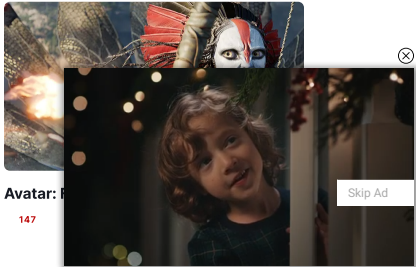
Majesco Entertainment Company is a provider of video games for the mass market. Building on more than 20 years of operating history, the company is focused on developing and publishing a wide range of casual and family-oriented video games on leading console and portable systems. Product highlights include Cooking Mama and Cake Mania 2 for Nintendo DS, and Cooking Mama World Kitchen and Jillian Michaels' Fitness Ultimatum 2009 for Wii. The company's shares are traded on the Nasdaq Stock Market under the symbol: COOL. Majesco is headquartered in Edison, NJ and has an international office in Bristol, UK. More information about Majesco can be found online at www.majescoentertainment.com. @Majesco is on twitter or at www.twitter.com/majesco.

About Bananagrams

Bananagrams, named Toy Fair 2009's "Game of the Year," is a fast and fun anagram game that drives players bananas! Requiring no pencil, paper or board, Bananagrams comes in a small portable banana shaped pouch and is perfect fun for kids from seven - 97-years-old at home or on the go. Created by a word game-obsessed family of three generations, Bananagrams is a labor of love that that has quickly become an international phenomenon. Bananagrams is available online as a free Facebook Application and for iPhone and iPod touch. Bananagrams recently launched in Spanish and French as well as in a larger version - Double Bananagrams - for 16+ players - the big banana for the larger bunch!

About Large Animal Games

Large Animal Games is an independent developer and publisher of games for a broad range of players. Founded in 2001 and headquartered in New York City, Large Animal has developed over 75 games for a variety of platforms, including award-winning casual titles such as Snapshot Adventures: Secret of Bird Island and Rocketbowl, as well as social network games like Bumper Stars and Lucky Strike Lanes. Their Toga platform enables social games like Bananagrams™ to deeply integrate with and combine audiences across multiple social networks. More information about Large Animal can be found online at www.largeanimal.com



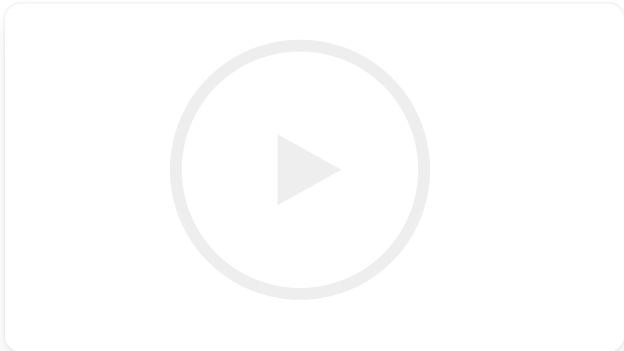
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