

FOR IMMEDIATE RELEASE

Zen Studios Announces *KickBeat*

Innovative Rhythm Based Fighter "Kickbeat" Confirmed For PlayStation®Vita

Los Angeles, CA – **May 23, 2012** – Zen Studios today announced *KickBeat*, an experimental rhythm game featuring fully 3D characters and combat and high-energy music, set to release this summer on PlayStation®Vita.

KickBeat offers players several innovative ways to interact with music. The game combines beat-matching mechanics with an acrobatic style of martial arts, turning every song into a raucous battle. The game also features a music analyzer that allows players to create new tracks from their own music libraries.

"Several years ago, we asked ourselves, 'What would happen if we took a beat-matching game, replaced the abstract cues like bars, arrows, and button icons with kung fu fight scenes, and set it all to some incredibly intense music?'" said Neil Sorens, Creative Director for Zen Studios. "We spent three years turning that idea into in *Kickbeat*, and anyone looking for something fresh and exciting and the music genre is in for a treat."

The *Kickbeat* soundtrack hits hard; it's comprised of licensed tracks from a diverse lineup of artists ranging from well-known bands such as Pendulum and Marilyn Manson, to indie pioneers Celldweller and Blue Stahli, to hidden talents like electronic music producer Voicians and Taiwanese rapper Shen Yi.

An announcement trailer, which can be downloaded from the Zen Studios press center, was also released.

"*Kickbeat* is a showcase example of passion, risk and creativity. Traditional publishers might shy away from this type of thinking, but we will embrace it. After all, what's the point of working in video games if you just keep making the same one?" said Zsolt Kigyossy, Managing Director for Zen Studios.

For more information, visit the Zen Studios blog or www.KickBeat.com.

About Zen Studios

Zen Studios is a global producer and digital publisher of interactive entertainment software for all leading game platforms including Microsoft Xbox 360®, PlayStation®3 computer entertainment system, PSP® (PlayStation®Portable) system, PlayStation®Vita system, Nintendo DS™, Nintendo 3DS™, Wii™, App®Store and Google Play™. The company is headquartered in Budapest, Hungary with offices in North America. Zen Studios has worked with some of the largest intellectual properties in the videogame industry, including Capcom's Street Fighter, Tecmo's Ninja Gaiden and Marvel Entertainment. Zen's Pinball FX2 franchise on Xbox LIVE® Arcade is one of the most popular titles on the platform, has garnered numerous awards, and was named the best selling game of 2011. For more information about Zen Studios, please visit www.zenstudios.com.

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