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KEMCO UNLEASHES *LOBO*

Bellevue, Wash. – April 8, 2003 – Bringing the comic book universe to life, Kemco announced today its plans for *Lobo*, a third-person adventure shooting game based on the popular franchise from DC Comics, for the PlayStation®2 computer entertainment system and the Xbox™ video game system from Microsoft.

"From the attitude to the environment to the sheer adrenaline rush of combat, *Lobo* delivers the most intense of gameplay experiences," said Glenn Halseth, Vice President of Sales and Marketing for Kemco. "We are delighted to bring *Lobo* to the console market."

"There are clean-cut super heroes...and then there's *Lobo* -- an over-the-top and outrageous iconoclast," states John Nee, Vice President-Business Development. "*Lobo's* long been breaking the rules of traditional comic books, now he can break the rules of the video game world."

The inter-galactic bounty hunter *Lobo* is flat broke and angry! So, he sets out to boost his morale and earn money by eliminating the ten biggest bounties on the world's most wanted list. Starting from the bottom and working toward the top, *Lobo* wages attacks on middlemen and deviants, bartering for weapons and learning the locations of his most sought after targets. The game features ten unique and progressively challenging environments for each target and respective henchmen, with surprise bounties unlocked throughout play.

With an intricate design, *Lobo's* over-the-top combat provides a host of extreme action thrills and in-game options. Players can utilize a number of weapons, including knives, chains, guns, grenades, rockets or *Lobo's* favorite, the hook and chain. He is capable of morphing into several characters to elude enemies, such as a ghost, skeleton, bizarre animals and other mutant creatures. *Lobo* also travels well, be it on foot, aboard his signature space hog motorcycle or alongside Space Dolphins.

Lobo's detailed environments adapt throughout each level of play, adding to the close engagement adventure and hand-to-hand battles. Evidence of combat is everywhere as fires blacken walls and destroy objects, explosives leave craters and bullets and shells pockmark walls. The game's soundtrack of explosive guitar riffs and heavy metal thrash add to the game's emphasis of dark, sarcastic and take-no-prisoners humor.

Lobo is slated for a 2004 release and suggested retail price of \$49.99.

About Kemco

Since 1984, Kemco has produced over 100 titles, including the popular Top Gear racing games and Bugs Bunny Crazy Castle series for a wide variety of video game platforms. An original Nintendo licensee, Kemco works closely with DC Comics, Warner Bros. and Universal Studios on ongoing video game projects. Currently, Kemco's development teams are creating games for Nintendo's next generation platforms, as well as Sony PlayStation®2 and Microsoft's Xbox™.

About DC Comics

DC Comics, a division of Warner Bros. an AOL Time Warner Company, is the largest English-language publisher of comics in the world and home to such iconic characters as Superman, Batman, Wonder Woman and the Sandman. These DC super heroes and others have starred in comic books, movies, television series (both animated and live-action) and cyberspace, thrilling audiences of all ages for generations. DC Comics' Web site is located at <http://www.dccomics.com>.

About Xbox

Xbox (<http://www.xbox.com/>) is Microsoft's future-generation video game system that delivers the most powerful games experiences ever. Xbox empowers game artists by giving them the technology to fulfill their creative visions as never before, creating games that blur the lines between fantasy and reality. Xbox is now available in North America at the suggested retail price of \$199.99.

*Reseller prices may vary.

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