

EMBARGOED UNTIL MAY 1, 2003

KEMCO UNVEILS *ROGUE OPS*™

Bellevue, Wash. – April 8, 2003 – Kemco announced today its latest interactive venture - *Rogue Ops*™, an intense, action-adventure game for distribution on Nintendo GameCube™, the PlayStation®2 computer entertainment system and the Xbox™ video game system from Microsoft. Bits Studio Ltd. will oversee development of the game.

“With *Rogue Ops*™, Kemco exposes the underground world of anti-terrorist activities through the cutting edge technology of video game platforms,” said Glenn Halseth, Vice President of Sales and Marketing for Kemco. “We are delighted by the game’s development thus far and are eager to place this exciting storyline in the hands of the players later this year.”

Faced with a choice between life in prison or as a government anti-terrorist operative, female lead Nikki Connors chooses the latter, receiving two years of intense training for the most covert of situations. Her target is Omega 19, a beast viewed as the most sinister terrorist organization in the world.

Eight challenging missions will put players to the test, each containing new objectives, characters and obstacles. As Nikki corresponds with fellow team members and foes, *Rogue Ops*™ provides an engaging and often sharp-tongued dialogue, giving additional life to the storyline and advancing the plot as players delve deeper into gameplay. The game’s soundtrack and outstanding audio effects set an additional tone for *Rogue Ops*™, immersing players deep into the world of government operations as they move from mission to mission.

Adept for survival in any situation, *Rogue Ops*™ leading lady uses her training, skills and determination to survive and succeed in her undercover world. Innovative stealth elements provide players with precise mission execution, as Nikki can blend in shadows, conceal herself on ceilings, hide within environmental objects and flatten against walls. Additionally, the game’s design allows Nikki to carry and conceal the bodies of enemies, leaving no trace of her presence behind for the Omega 19 regime.

An expert with stealth weapons, firearms and explosives, Nikki has a multitude of special tools at her disposal. Ten weapons are featured in the game, including a variety of pistols, rifles, smoke bombs, grenades and mines. Devices such as a retina scanner, fly cam and grapple hook are also present to reveal hidden dangers throughout gameplay.

Rogue Ops™ is slated for a Q4 2003 release, and has a 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™.

#

Contacts:

Bender/Helper Impact
Natalie Salzman
(310) 473-4147, ext. 236
natalie_salzman@bhimpact.com

Dana Henry
(310) 477-4647 ext. 236
dana_henry@bhimpact.com