



**WORLD'S #1 DVD GAME MANUFACTURER IMAGINATION GAMES  
STRIKES NEW 'DEAL' WITH HOWIE MANDEL  
AND ALEVY PRODUCTIONS**

*Terms include production of three new DVD games and TV programs*

**LOS ANGELES, CALIF – FEBRUARY 11, 2007 --** Global interactive games company Imagination International Corp. (IIC) today announced a deal with Howie Mandel and his company, Alevy Productions, to produce three new DVD Game titles.

IIC and Alevy have further agreed to mutually develop these same titles into TV programs for network or cable distribution. The financial terms of the agreement are undisclosed.



In 2006, IIC produced the number one selling DVD game in the country, *Deal or No Deal*. Based on the hit game show phenomenon and also hosted by the show's star Howie Mandel, the game gave home players the opportunity to experience the game play excitement as if they were an actual contestant.

“As a result of our hugely successful deal with Alevy and Howie Mandel, we’ve decided to take our relationship to the next level by developing even more properties, in DVD games as well as television,” said Shane Yeend, IIC Founder and CEO. “We see no end in sight to the “game show boom,” and plan to expand our passion for games even further into console and downloadable games, mobile gaming and video-on-demand.”

The first DVD game in development with Mr. Mandel is *Fact or Crap “Beat the Bomb,”* hosted by Mandel and available in stores fall '07. The two additional games titles are yet to be determined.

Imagination International pioneered the DVD game category in 2001, and in doing so added the magic of television to the board game experience. Hugely successful DVD games on the Imagination roster include the home DVD editions of “Pirates of the Caribbean” and “Family Feud.”

**About Imagination Entertainment**

Imagination creates, produces and distributes the most compelling interactive entertainment in the world. Celebrating 23 years in business in 2007, Imagination has interests in traditional games and puzzles, DVD games, mobile phone games, interactive television and digital media production. In 2006, Imagination ranked as the market leader in the DVD games category with products available in 85,000 retail outlets across the world. Imagination's DVD games bring family and friends together, using patented DVDi technology, DVD Game Pro, to produce award-winning products. For more information, please log on to [www.ImaginationGames.com](http://www.ImaginationGames.com).

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