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Tribal Nova and ODD1 enter into a strategic partnership

Montreal, November 5, 2009 - Tribal Nova and ODD1 have signed a commercial and strategic partnership in the online gaming sector for children ages 3 to 12.

As per this agreement, Tribal Nova transfers its game production division in exchange for an equity stake in ODD1. This includes the transfer of current projects as well as employees working on these projects. As an affiliate studio, ODD1 will develop future games, produced and marketed by Tribal Nova in relationship with its virtual worlds aimed at children.

Both companies will benefit from this partnership by strengthening their own expertise and by leveraging their complementary activities of production, distribution and marketing of online entertainment for kids and teens.

For Guillaume Anierté, Co-CEO of Tribal Nova, "This alliance enables us to focus on operating kids online gaming services and virtual worlds, which has high growth potential, while continuing game production activities through an affiliate studio which we know well and trust to produce high quality games."

"ODD1 has quickly made a name for itself in casual games for teens and adults," adds Francis Larose, CEO of ODD1. "The partnership with Tribal Nova allows us to accelerate our growth in children's online games. We're very pleased to incorporate an experienced and well-recognized team to our current talent pool."

The relationship between ODD1 and Tribal Nova stems from a previous collaboration in 2009 on *Grossology*, an online game based on the TV series of the same name produced by Nelvana and broadcasted by Teletoon in Canada, and TF1 in France. As an initial result of this new partnership, four major projects initiated by Tribal Nova produced for the North American and European markets will come out of the ODD1 studio in 2010.

About Tribal Nova: Tribal Nova produces and markets online gaming services and virtual worlds for kids. The company markets its own products across the world under the Wooworld™ brand. It also operates online gaming services for pre-school children in partnership with well-known and trusted partners such as PBS in the United States (www.pbskidsplay.org), Editions Bayard in France (www.bayardkids.com) and CBC in Canada (www.kidscbcwonderworld.ca). For more details, please visit www.tribalnova.com.

About ODD1: ODD1 is a Montreal-based video game developer fueled by the ever-growing world of casual games and digital distribution. Their talented team is developing Web/Flash, PC/MAC, iPhone and Facebook games for companies like Addicting Games in the United States, Jaludo Group and Mystic Box in Europe, Tribal Nova and Salambo Productions (Têtes à claques) in Canada. Their experience covers a wide range of casual games for kids, teenagers and adults. More details at www.odd1.net.

- 30 -

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