

For Immediate Release

Toy Industry Veteran Tom Dusenberry Accepts Key Position at ROBONICA; Startup Focused on Robotic Gaming

(Centurion, South Africa, February 25, 2008) – Robonica, a South Africa-based startup focused on developing new forms of robotic entertainment, today announced that toy industry visionary Tom Dusenberry has joined the company as Director and Advisor.

In this role, Mr. Dusenberry will be primarily responsible for setting Robonica’s strategic direction and building industry relationships. During his memorable career in the game industry, Mr. Dusenberry has held major positions at both Parker Brothers and Milton Bradley. In addition, he is the founder and former CEO of Hasbro Interactive, where he grew the company into a top-five game publisher with revenues in excess of \$200M and a portfolio of number one games including Frogger, Rollercoaster Tycoon and NASCAR HEAT. While at Hasbro Interactive, Dusenberry was responsible for the successful acquisition of major game publishing assets including Atari, Microprose and Wizards of the Coast.

Although Mr. Dusenberry is regularly approached to apply his creative vision to numerous companies seeking to establish themselves in the entertainment industry, he is extremely selective about the companies with whom he works, and declines most offers. However, by accepting this position with Robonica, it’s clear that Dusenberry recognized something truly unique in what the company has to offer.

“My recent work has been squarely focused on innovation in the area of electronic entertainment and mobile content applications, and through my company Dusenberry Entertainment I have been developing products that break new ground in this area,” said Mr. Dusenberry. “Robonica exemplifies my vision of the future of interactive entertainment; a future where we bring together the best of robotics and interactive entertainment in an entirely new product category, known as robotic gaming.”

“As one of the industry’s true visionaries, we believe Tom’s strategic and creative direction will be critical in helping Robonica establish robotic gaming as a new and exciting form of electronic entertainment,” said Johan Poolman, CEO, Robonica. “We fully realize that creating a new product category will present a number of significant challenges, but if there is any one person in the industry who can help us achieve that, it is Tom. We are honored and excited to have him as part of our team.”

About Robonica

Robonica is a privately-held company with a research and development facility in Centurion, South Africa, and marketing and commercial headquarters in Boston, MA. Born out of the frustration with the inability of the current generation of radio-controlled and robotic toys to provide any form of structured and repeat play, Robonica is committed to providing the world with meaningful and entertaining forms of robotic entertainment. For additional information, please visit <http://www.robonica.com> .

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