

For Immediate Release

ROBONICA INTRODUCES ‘THE RISE OF ROBOTIC GAMING’

Robonica Debuts Roboni-i – A Fully Programmable Two-Wheeled Robot That Fuses Advanced Robotic Technology With Challenging Gameplay And Online Interaction

(Boston, MA and Johannesburg, South Africa; August 25, 2009) – Robonica, a South African/U.S. start-up focused on developing new forms of robotic entertainment, will redefine the entertainment robotics market this fall as it launches an all-new product category signifying --”The Rise of Robotic Gaming”. Fusing elements of robotics, R/C vehicles and electronic gaming, the “Robotic Gaming” products will separate themselves from the current crop of entertainment robots by delivering meaningful and structured gameplay – whether alone, with friends or online.

Created by seasoned entrepreneur and robotic entertainment visionary Johan Poolman, Robonica will launch the introductory product, ***Roboni-i Action Games***, on September 28. The announcement was made by Robonica Inc. President/Director Tom Dusenberry, the founder and former CEO of Hasbro Interactive, who is in charge of the strategic direction for Robonica as well as the company’s Global Marketing Operations.

“Robonica was born out of frustration – frustration with the inability of the current generation of radio-controlled and robotic toys to provide any form of structured and interactive play, and frustration with the increasingly anti-social and intangible realities of video games,” said Poolman, an information technology expert who is pioneering the robotic gaming concept. “Our sole purpose is to explore new frontiers and provide the world with meaningful and entertaining forms of robotic entertainment. Robotic gaming is the evolutionary ‘next step’ for entertainment robotics.”

A smart, fully programmable and highly agile two-wheeled robot, ***Roboni-i*** is the first entertainment robot to offer unlimited play patterns. The state-of-the-art robot features 16 sensors and four processors, RF remote control and Zigbee peer-to-peer RF protocol allowing for competitive gameplay with real-world robots. It also comes packaged with game accessories and six action games enabling players to form a playing field and use the gaming controller to select a game as they enter a new dimension of interactive, real-world robotic gameplay. Whether alone or with friends, they will need to beat the odds, race against time, manage resources, neutralize threats, execute special effects and collect bonus points to improve score.

The Roboni-i’s online gameplay is out of this world. By plugging Roboni-i into the PC, players enter a virtual world where they can create profiles, participate in virtual missions, play online games and interact with friends who are online at the same time. Its Advanced PC-based Command Center Software allows users to program every facet of the robot’s behavior, edit games and upload performance data.

“We believe there is a strong and urgent need to provide a meaningful, repeat-play alternative in the entertainment robotic and R/C product categories,” said Dusenberry. “As such, the robotic gaming concept has vast potential which is sure to be realized.”

At launch, Roboni-i will be available online at ToysRUs.com, Amazon.com, BarnesandNoble.com and more and also at retail in Hammacher Schlemmer, Edmund Scientific and other specialty shops. Additionally, it can be purchased through the official website, www.robonica.com. The first phase of the Roboni-i Online World is scheduled to go live in the 4th quarter of 2009.

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. The company is comprised of a top notch multidisciplinary team of entertainment industry gurus, professional game designers, electronic and mechanical engineers, computer scientists and animators. This dedicated team is realizing a dream of a vibrant community of robotic game players – players who share a social experience around a new form of electronic entertainment based on the fusion of advanced robotics and structured gameplay. For additional information, please visit www.robonica.com.

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