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REACTRIX GETS INTO THE GAME THIS HOLIDAY SEASON

With Partnerships from Xbox and THQ, the Leading Digital Out-Of-Home Media Network Proves It Is the Go-To Vehicle for Launching New Video Game Releases

Redwood City, Calif. - November 9, 2007 - Reactrix Systems, Inc., a leading interactive out-of-home media company, today announced it has secured partnerships from top tier gaming properties, Microsoft Xbox and THQ, to develop multiple creative advertising campaigns that will drive casual gamers into stores this holiday season. This announcement, made on the heels of Reactrix' sale of its entire mall-based ad network in anticipation of Black Friday this year, showcases the mass trend of consumer entertainment brands looking for ways to capture the highly coveted attention of consumers during this cluttered and competitive time period.

As traditional forms of advertising become more fragmented and less effective for truly capturing the attention of consumers, Reactrix' revolutionary interactive game-play technology provides an ideal way for companies like Microsoft and THQ to add a new dimension to their marketing campaigns. Reactrix worked with Microsoft to build an interactive extension to their award-winning campaign featuring the "Jump In" tagline. By incorporating Reactrix' gesture-based proprietary technology, consumers in malls, movie theaters and other highly trafficked public places can interact and engage with best-selling Xbox. In addition, the "Jump In" ad features Reactrix' Brand Positioning (BPS) technology - when a shopper steps on an Xbox logo, graphics pop up that direct them to the closest retailer featuring the product, further enhancing the shoppers' experience and driving sales.

THQ, Inc., the leading worldwide developer and publisher of interactive entertainment software, partnered with Reactrix to not only drive consumers to retailers this holiday season, but to also add a powerful branding element to their newest gaming releases. Reactrix created unique, interactive game-play campaigns for releases like "Spongebob's Atlantis Squarepants," "Ratatouille Food Frenzy," "Avatar: The Burning Earth," and "Cars Maternational" to help differentiate these titles from their home video and DVD campaign counterparts.



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“Reactrix is a perfect fit in our marketing mix, and is especially powerful in helping us create strong brand identities for gaming titles typically associated with movies and television,” said Bob Aniello, SVP Worldwide Marketing, THQ. “Reactrix provides an unparalleled branding platform where we are not just delivering a message to consumers and hoping it soaks in - we are allowing them to engage and have fun with our titles, while also driving them to locations within the mall where they can purchase the game to play with at home.”

About Reactrix

Reactrix is a leading interactive out-of-home media company. Reactrix creates highly entertaining branding displays that respond to the physical movements of the audience. Reactrix was founded in response to both the trend of giving the consumer more control over their media experience and the lack of true brand interaction and engagement with current media today. The Reactrix Media Network delivers more than 100 million impressions monthly in more than 182 malls and movie theaters in 30 major markets. Reactrix “A-list” advertisers span a diverse range of leading brands including Coca-Cola, Clorox, Hilton, CBS, Sprint, Universal Studios, Visa, Wells Fargo, and eBay among many others. Reactrix is headquartered in Redwood Shores, California, with branch offices in New York City, Los Angeles, and Chicago.

About THQ

THQ Inc. (NASDAQ: THQI) is a leading worldwide developer and publisher of interactive entertainment software. The company develops its products for all popular game systems, personal computers and wireless devices. Headquartered in Los Angeles County, California, THQ sells product through its global network of offices located throughout North America, Europe and Asia Pacific. More information about THQ and its products may be found at www.thq.com and www.thqwireless.com. THQ, THQ Wireless, Relic Entertainment, Company of Heroes, Company of Heroes: Opposing Fronts and their respective logos are trademarks and/or registered trademarks of THQ Inc.

About Xbox 360

Xbox 360 is a superior video game and entertainment system delivering the best games, unique entertainment features and a unified online gaming network that revolve around gamers. Xbox 360 will



have a portfolio of more than 300 games and will be available in nearly 40 countries by the end of 2007. More information can be found online at <http://www.xbox.com/xbox360>.

About Microsoft

Founded in 1975, Microsoft (Nasdaq "MSFT") is the worldwide leader in software, services and solutions that help people and businesses realize their full potential.

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