

AGNI to Retail in 225 Store Outlets Nationwide

Hyderabad, India, Thursday, April 3, 2008: FXLabs Studios, the leading end-to-end game company in India today announced that the AGNI game will now be available for sale at more than 225 premier retail chain stores nationwide, which includes Landmark, PlanetM, Music World, Crossword, Odyssey, Oxford, Star India Bazar and Big Bazar, amongst others. The game will retail in the stores at a of price Rs. 499/-.

Hyderabad, India (FPRC) Thursday April 3, 2008 -- AGNI is the first Indian PC game to win the FICCI BAF award for 'Outstanding Indian Content' in PC Games at the recently held annual function in Mumbai.

AGNI, a high energy action packed game, is the first PC game developed in India and with the 'AAA' rating, it meets the quality standards of an international product. The game is a Third Person Shooter-Role Playing Game (TPS-RPG) packed with action and drama. The game features over 10 original scenic stages, four different characters - TARA, AGNI, GHAYAB and ADHIRA, with enthralling sound and visuals effects. Bollywood actor Malaika Arora Khan is the brand ambassador for AGNI.

Speaking on the tremendous success of AGNI, Sashi Reddi, Founder and Chairman, FXLabs said, "Ever since its inception, AGNI has been widely appreciated for breaking all barriers of conventional gaming. AGNI, which was designed for the mass market will now be readily available in premier retail store chains throughout India. We have succeeded in making a state-of-the-art game for the consumer market at a very affordable price."

He added "It's a milestone for any brand to be recognized by both consumers and the industry. With AGNI becoming the first PC game in India to be awarded at FICCI Frames, and with gaming as a sunrise industry in India, we are excited about AGNI entering the retail market in the country."

About FXLabs:

FXLabs is the leading end-to-end game company in India. Founded in September 2004, FXLabs began its operations building PC based games both for the Indian market as well as the global market. In December 2007, FXLabs acquired an online game portal to expand its operations into the online casual game space. The vision of the company is to be the top developer and publisher of games for all platforms including PC, console, online casual, MMOG, and handheld.

The current pipeline of titles under development include Inferno, a game based on Dante's Inferno, a game based on Dhoom 2, the most valuable property in Bollywood, as well as a game based on Archie Comics. Given its strong relationships to the film industry in India, FXLabs plans to release various titles in partnership with leading property owners in India. Plans are underway for launching an MMOG that would appeal to India's growing pool of online gamers.

FXLabs has development centers in Hyderabad and Chennai in India. It has a business development presence in San Francisco and London. To know more about FXLabs, please log onto www.fxlabs.com

About Agni:

AGNI is the first Videogame product developed in India that meets the quality standards of an international product! AGNI is an exciting (TPS-RPG) Third Person Shooter – Role Playing Game packed with action, adventure and drama. AGNI pits players against the denizens of the underworld as they make their way through an incredible array of visually stunning environments. You can survive in the ‘Agnilok’ with the help of four distinct characters, each with their own special attributes, weapons, and skills.

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