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**Jennifer MacLean Joins 38 Studios as
Vice President of Business Development**

***Former Comcast VP, Incoming Chair of the Board of Directors of the IGDA, and
One of Industry's Most Influential Women Heads Up Business Development***

Maynard, MA, March 19, 2008 – 38 Studios (www.38studios.com), a pioneering entertainment company dedicated to delivering a broad spectrum of entertainment products, today announced the appointment of Jennifer MacLean as Vice President of Business Development. MacLean was previously VP and GM of Games at Comcast, the largest cable company in the United States.

"Jen is a valuable addition to our exceptional team, bringing impeccable credentials, strong relationships, and impressive knowledge of the industry," said Brett Close, CEO and President of 38 Studios. "Her extensive industry experience, intersecting product development, media infrastructures, and entertainment properties, will most certainly open new opportunities for the 38 Studios vision."

Named by Next Generation as one of the game industry's 100 most influential women, MacLean has more than ten years of extensive experience in online content and interactive entertainment. She is the Chair of the Board of Directors of the International Game Developer's Association (IGDA), and is a frequent and much-requested speaker at industry events.

MacLean's responsibilities at Comcast included interactive entertainment strategy, business development, and product management. She spearheaded products including Chill, Comcast's multi-platform casual games product line, and GameInvasion.net, the company's video game news and content aggregator site and Video on Demand offering. MacLean also negotiated, implemented, and managed major partnerships for Comcast including Electronic Arts, Major League Baseball Advanced Media, Fox Sports, Real Networks, Oberon Media, and Microsoft. Products under MacLean's watch delivered more than three million client installations and 30 million downloads.

Prior to Comcast, MacLean was Programming Director for AOL Games. There she led content strategy for games including creation, communication, and implementation of strategic content initiatives on AOL online properties. MacLean also oversaw the integration of custom marketing solutions for multiple partners. Previously, she held the position of Senior Product Manager, responsible for more than 35 individual game titles at AOL. MacLean began her career in the video game industry at Microprose Software.

She holds a BA degree in international relations from Johns Hopkins University and an MBA with an international business concentration from Columbia University.

MacLean will be responsible for the company's development of business opportunities, industry relations, and product distribution. She will report to Close and be based at the company headquarters in Maynard, Massachusetts.

"38 Studios is developing a reputation as one of the industry's top companies at which to work because of its people, leadership, and vision," said MacLean. "I'm truly excited to join a ground-breaking company that is working to deliver a next-generation online entertainment experience that transcends the traditional games we understand today."

About 38 Studios

38 Studios, a media and entertainment company founded in 2006 by Curt Schilling, is in the prototype phase of development on an original fantasy IP driven by the creative and artistic visions of pop-culture icons R. A. Salvatore and Todd McFarlane. Entertainment products will include a massively immersive online entertainment experience that transcends the traditional MMOG genre, novels, comics, toys, movies, TV, and more. For more information, visit <http://www.38studios.com>.