



FOR IMMEDIATE RELEASE

777 Studios Launches Web Site and Licenses the Merlin Engine from Shockwave Productions

(Redlands, CA) – February 11, 2008 – 777 Studios announced today that it has officially launched its corporate website and has successfully licensed the powerful Merlin Flight-Simulation Engine from Shockwave Productions, Inc. The latest version of the Merlin Engine will be used to power the inaugural combat flight-simulation title from 777 Studios. The 777 Studios website can be found at www.777studios.net.

Established in 2007, 777 Studios aims to create quality PC simulation products targeted specifically at the dedicated, but much neglected combat flight-simulation community. Details of the inaugural flight-simulation title will be announced at a later date, but the studio will concentrate on creating titles that offer new and innovative game-play features.

"777 Studios wants to bring a ray of hope to this much beleaguered gaming genre," said Jason Williams, President, 777 Studios. "Combat flight simulation titles have been shunned by most major studios and publishers the past seven years and choices have dwindled significantly. Add-ons to existing product lines or face-lifts to older titles have become the norm. Terminally long waits between new original releases threaten to create apathy amongst the faithful. We want to reverse that trend and shake up the marketplace a bit. We see this market as vibrant, viable and hungry for new content."

Cooperation with Shockwave

Established in 2003, Shockwave Productions has rapidly become a leading developer of flight-simulation software for the PC. Shockwave has many award winning products on the market today and is the developer behind the Merlin Engine. Over the past few years the Merlin Engine has been transformed by the Shockwave team from its original state into an extremely powerful and versatile simulation platform. 777 Studios and Shockwave are working together to further enhance the Merlin Engine.

"Jason is a true flight simulation advocate," said Scott Gentile, President, Shockwave Productions. "Realism and high fidelity is important to 777 Studios and the Merlin Engine continues to evolve in areas that are critical to an immersive air combat experience." For more information about Shockwave Productions, visit www.shockwaveproductions.com

Call to Arms

777 Studios is also currently searching for talented individuals that want to further their own professional goals and believe in striving to be the best. If you have programming and artistic skills that may benefit 777 Studios you are invited to apply. You can visit the Employment page of the 777 Studios website for more information.

Official Community Web Site

777 Studios would also like to announce that SimHQ.com is the official community web site for 777 Studios products. There you can hear more from the staff at 777 Studios, the latest news about upcoming products, read in-depth articles and participate in lively forum discussions.

"Jason Williams is well known in the community and knows first hand what flight simmers look for in their sims. I have little doubt that 777 Studios will create a new line of products that will reflect the desires of the community." said Doug Atkinson, President of SimHQ Inc. For more information about SimHQ, visit www.simhq.com.

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