

Metaversal Studios Enters the Social Gaming Space with its release of “Bad Apples” for Facebook

For Immediate Release

Boston, Massachusetts – February 2, 2010 – Metaversal Studios, the video game content development arm of Alliance Distributors Holding Inc. (OTC: ADTR.PK), today announced the release of the Facebook and iPhone OS versions of its new game, “Bad Apples.” The iPhone version, released two weeks ago, is listed as a “New and Noteworthy” game by the iPhone App Store.

“Bad Apples” is a turn-based puzzle game that adds a new twist and personality to the classic match-three formula. Both the Facebook and iPhone versions of the game are free. The Facebook version contains multiple difficulty levels and an additional “timed mode.” The iPhone version offers a special “puzzle mode” and a \$1.99 downloadable “expansion pack” that adds more difficulty settings, puzzles, and enemies. Players on both versions can share high scores with friends through Facebook.

“The Facebook and iPhone platforms give us the capability to release enhancements quickly,” said Lead Game Designer, Jay Laird. “As we release more games for both Facebook and iPhone, we will take advantage of the strengths of each platform to offer users customized experiences whenever possible.”

Jay Gelman, Chairman and Chief Executive Officer said, “We want to grow both our portfolio of games and our user base. Facebook and iPhone continue to be destinations of choice for casual gamers.”

About Metaversal Studios

Metaversal Studios (www.metaversalstudios.com), a developer of downloadable and social content video games, is wholly-owned by Alliance Distributors Holding Inc.

About Alliance Distributors Holding Inc.

Alliance Distributors Holding Inc. (www.alliancedistributors.com), which does business as Alliance Distributors, is a full-service wholesale videogame distributor, specializing in gaming products and accessories for all key manufacturers and 3rd party publishers. Alliance Distributors offers support on: PS3, PSP, PS2, X-Box 360, Wii, DS and GBA SP, peripherals and software titles. Alliance produces video game content through its new Metaversal subsidiary.

Safe Harbor

Certain statements contained in this press release contain forward-looking statements including without limitation, statements concerning our operations, economic performance, and financial condition. The words “estimate,” “believe,” “expect,” “should” and “anticipate” and other similar expressions generally identify forward-looking statements, which speak only as of their dates.

Investors are cautioned that all forward-looking statements, which are based largely on our current expectations, involve risks and uncertainty. Actual results, events and circumstances (including future performance, results and trends) could differ materially from those set forth in such statements due to various factors, risks and uncertainties, including without limitation, risks associated with technological change, competitive factors and general economic conditions, including the related impact on discretionary consumer spending, changes in marketing and distribution strategies by manufacturers, continued shortages of new platform systems, timely development and release of video game products we produce, potential cost overruns in our development of video games, ability to protect our intellectual property rights, potential claims that we have infringed the intellectual property rights of others, market acceptance of

games we develop, ability to realize anticipated benefits of acquisitions, potential undiscovered liabilities of companies that we acquire, changes in our business or growth strategy, the emergence of new or growing competitors, various other competitive and technological factors. There can be no assurance that the results referred to in the forward-looking statements contained in this release will occur. The Company has no duty and undertakes no obligation to update any forward-looking information, whether as a result of new information, future developments or otherwise.

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