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Exergame Fitness and Positive Gaming Debut Version 2 of the Positive Gaming iDANCE system to the US at Club Industry 2009!! (Booth 1229)

October 15th 2009 - Chicago, IL

Don't miss your chance to experience the first preview in the US of the much anticipated Version 2 of the world's most exciting wireless dance system!! Exergame Fitness USA and Positive Gaming have teamed up at Club Industry 2009 in Chicago, Illinois October 15th - 17th to bring you one tradeshow event you will never forget!!

Complete with 13 of the world's top tournament players, such as Kyle Ward and Chris Foy, this event is your chance to see just how effective a multiplayer wireless dance system can be at your facility. We guarantee you have never seen anything like this and encourage you to stop by booth 1229 for a free T-Shirt and a demo of this amazing interactive experience.

The Positive Gaming iDANCE Multiplayer system is a fun and challenging group exercise dance game of both perceptive and physical skill. It is simple to learn, exciting to play and offers users a wide range of levels to play and achieve. Positive Gaming iDANCE provides a wholesome exercise gaming experience for up to 32 players at the same time and is a perfect solution for Health Clubs, Schools, YMCA's, JCC's, Park Districts and virtually any area that can be used for group activities.

- Over 100 Licensed songs from various music styles
- Up to 32 player simultaneously
- Wireless pads – quick set up time, no messy wires
- Choose from 25 levels of play – suitable for all skill levels
- Up to 3 simultaneous difficulty levels during play
- Interface optimized for both players and spectators
- Regular software upgrades with new songs and features
- 3D game engine
- Real time scoring
- Early-late timing indicator
- Direct player feedback in all games
- Simple and intuitive remote controlled interface
- Four panel game play style (up, down, left right)

Version 2 (FREE upgrade scheduled for Spring of 2010) will contain many more exciting features!! Stop by booth 1229 for more details!

Tommy Seilheimer CP of Exergame Fitness adds:



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“Positive Gaming’s iDANCE system is exactly what this industry needs when it comes to providing multiplayer solutions for our long list of clients that include Health Clubs, YMCAs’, Schools, JCC’s and Park Districts. One of the main reasons we carry the iDANCE system is because of the versatility it offers. Up to 32 players can dance and step on Positive Gaming’s ultra-lightweight rechargeable pads, while at the same time looking up at a large projected image of the game screen by using a projector. This is a vital feature when limited space is an issue and helps the players to see the screen much more visibly. Another plus of the iDANCE system is that it can be easily set-up and packed away in a protective rollaway storage cart. Safe, friendly graphics and music is also a key component when it comes to deploying the iDANCE in all different settings such as schools, park districts, or health clubs. We are extremely excited about our growing partnership with Positive Gaming and look forward to working with their team of professionals to bring this amazing system to facilities worldwide”

Emily Rosenberry, Business Manager of Positive Gaming AB adds:

“Positive Gaming is pleased to partner with such a customer focused organization as Exergame Fitness! I expect that the Exergame Fitness/Positive Gaming booth (1229) will be nothing less than the most exciting display of the show! We will be demoing a preview of the much anticipated Positive Gaming iDANCE Version 2 software for the first time in the US and we have flown in some of the country’s most talented dancers!! (Including Chris Foy and Kyle Ward, two legends in the machine dance arena). I encourage anyone interested in understanding the facility benefits of the world’s leading machine dance product to stop by our booth to try out the system!

About Positive Gaming:

Positive Gaming is world’s leading developer of quality Machine Dance solutions including software, hardware, accessories and tournament systems. Positive Gaming has specialized expertise in providing the best Machine Dance solutions and equipment available to the customers in sectors like fitness, school, leisure center, arcade and home.

Positive Gaming is the original creator of the wireless multiplayer concept, Positive Gaming™ iDANCE. It is a premier four-panel dance game software and has been developed involving the world’s best machine dancers and step chart artists to ensure the highest level of quality and innovation.

For more details about Positive Gaming™ iDANCE visit www.idancegame.com.

About Exergame Fitness:

Exergame Fitness is the global leader in Exergaming products and services with distribution channels located in the USA, Mexico, Canada, Dubai, South Korea, and Europe. Exergaming is becoming one of the best-known solutions for keeping kids healthy and engaged into fitness, by providing videogame-based programs that help with neurological and physical development.

The Vault Activation Zone is a “full room concept” developed by Exergame Fitness that is custom tailored for Schools, YMCA’s, JCC’s Health Clubs, Park Districts and more. Fully customized graphics, the



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world's largest selection of tested Exergaming products and medical based programming designed for kids, adults, seniors and special needs that help fight the raging epidemic of obesity and inactivity. No monthly fees along with free 2D & 3D layouts are available to clients along with grant assistance and low financing options.

The Exergame Fitness advisory board is made up of doctors, child health advocates, school teachers and motivational speakers that help promote the industry and assist in the recommendation of our products. People such as Phil Lawler, Ernie Medina, Dan Lawler, Carl Cannon, Stephen Yang and more are helping to sculpt the Exergaming industry on a daily basis.

The Exergame Fitness testing and research facility is located in Peoria, Illinois in partnership with The RiverPlex, OSF Saint Francis Hospital, and G.I.T.M. (Gifts in the Moment). In addition, the RiverPlex houses projects such as Exergaming for Health and the C.H.O.I.C.E.S. Program operated by Mr. Carl Cannon.

"Exergaming for Health" is a 10-week program for overweight/obese children that takes a unique approach to give kids the tools needed for healthy lifestyle changes. It takes the attraction kids have for videogame technology to engage them in physical activity and pairs this with educational offerings about nutrition, lifestyle behaviors, family dynamics, self-esteem, and body image.

"C.H.O.I.C.E.S." promotes self-respect and respect for others, positive attitudes and work ethic, constructive habits and behaviors, and stresses the importance of education. Students are empowered to develop their inner strength, to recognize and overcome negative peer pressure as well as other obstacles they face in their day-to-day journey from childhood to adulthood.

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