

ALLIANCE DIGITAL MEDIA ANNOUNCES PARTNERSHIP WITH ARC SYSTEM WORKS AND AKSYS GAMES TO DEVELOP AND PUBLISH BLAZBLUE: BATTLE CARDS MOBILE GAME

For Immediate Release:

New York, New York – June 10, 2014 – Alliance Distributors Holding Inc. (Pink Sheets: ADTR), a distributor, developer and publisher of interactive video games and gaming products, announced today that its Alliance Digital Media™ unit has signed an agreement with BlazBlue creator Arc System Works and Aksys Games to develop and publish a mobile platform combat collectable card game utilizing the BlazBlue name and characters.

BlazBlue, the fan favorite 2D fighting game, makes its debut in Fall 2014 on iOS as “BlazBlue: Battle Cards,” a collectable card game (CCG). The app will capture the excitement and epic intensity of the BlazBlue brand and its roster of fighters in a dynamic multiplayer card combat game. The app will allow players to choose their warrior from one of twelve iconic BlazBlue characters; build their deck from a wide range of attacks and special moves, and then go head-to-head against their friends and the world through the built-in matchmaking, ranking and leader board system.

“We’re huge BlazBlue fans here,” said Matt Sughrue, VP of Product Development, “And we’re building a game that fans of the fighting game franchise and gamers of all types will enjoy alike.”

Jay Gelman, CEO of Alliance Distributors added, “We feel fortunate to have this opportunity to work with Arc System Works and Aksys Games and help bring the BlazBlue brand to the mobile space.”

Minoru Kidooka, CEO of Arc System, said, “We are excited and happy that US fans can enjoy the BlazBlue series in this new format. We hope that many more people will come to enjoy the series.”

Akibo Shieh, CEO of Aksys Games, states, “We are excited about our partnership with Alliance. With BlazBlue: Battle Cards, we hope that fans as well as newcomers will enjoy the very best of BlazBlue in a new, thrilling format.”

About Alliance Distributors Holding Inc.

Alliance Distributors Holding Inc. (www.alliancedistributors.com) is a full-service wholesale videogame distributor, specializing in gaming products and accessories for all key manufacturers and 3rd party publishers. Through its wholly-owned subsidiary, Alliance develops downloadable and social content video games as Metaversal Studios (www.metaversalstudios.com) and publishes videogames as Alliance Digital Media™ (www.alliancedigitalmedia.com).

About Arc System Works

Arc System Works is a developer and fighting game specialist from Japan—best known for the Guilty Gear series of games and, more recently, the BlazBlue series—that has garnered international critical acclaim for its innovative fighting system and spectacular 2D artwork. For more information, please visit the official website <http://www.arcsystemworks.us>.

About Aksys Games Localization, Inc.

Founded in 2006 in Torrance, California, Aksys Games Localization, Inc. is a localization studio and visionary video game publisher specializing in the Japanese-to-English translation of games and committed to publishing unique, multicultural, high-quality interactive content for all current-generation platforms with its talented staff. Its lineup of games includes the Record of Agarest War series, *Zero Escape: 9 Hours, 9 Persons, 9 Doors* (Winning “Best Story/Writing” Awards from IGN and [Nintendo Power](#)), *Zero Escape: Virtue’s Last Reward* (2012 GDC Awards “Best Story” Nominee), the acclaimed BlazBlue fighting game series, and *Muramasa Rebirth*. More information about Aksys Games and its products can be found on the company's website, www.aksysgames.com.

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, 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 and / or publish, 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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