

ALLIANCE DIGITAL MEDIA IN PARTNERSHIP WITH ARC SYSTEM WORKS AND
AKSYS GAMES, ANNOUNCES THE RELEASE OF BLAZBLUE: BATTLE CARDS
MOBILE GAME FOR THE IPAD

For Immediate Release:

New York, New York – May 19, 2015 – Alliance Distributors Holding Inc. (Pink Sheets: ADTR), a distributor, developer and publisher of interactive video games and gaming products, announced today its Alliance Digital Media® unit, in partnership with Blazblue creator Arc System Works and Aksys Games, has released BlazBlue: Battle Cards™ for the iPad®.

The app captures the excitement and epic intensity of the BlazBlue brand and its roster of fighters in a dynamic multiplayer card combat game. The app allows players to choose their warrior from one of nine iconic BlazBlue characters; build their deck from a wide range of attacks and special moves, and then go head-to-head online against other players through the built-in matchmaking, ranking and leader board system.

Jay Gelman, CEO of Alliance said “We are very excited to be able to bring the Blazblue experience to the mobile space with our introduction of BlazBlue: Battle Cards. Our development team at Alliance headed up by Matt Sughrue has done a great job translating the exciting and challenging Blazblue experience to a multiplayer card combat game. We want to thank both Aksys and Arc who have been extremely supportive of all our development efforts. Their cooperation in each phase of the process was integral to bringing the game to the market. We look forward to a very successful launch.”

Akibo Shieh, CEO of Aksys Games, states, “Aksys Games is proud to have Alliance participate in our partnership with Arc System Works to help expand the BlazBlue franchise to a new medium. We are excited for the release of BlazBlue: Battle Cards and hope to bring the BlazBlue universe to new users as well as give those familiar with the franchise a fresh, new experience to enjoy!”

Toshimichi Mori, creator of Blazblue said, “I was really surprised to find out that a card game based on BlazBlue was being made (and outside of Japan, as well!), but I'm really happy and grateful that BlazBlue is going to be available on mobile platforms!

I'm hoping that BlazBlue: Battle Cards will provide an opportunity for more people in the US to enjoy the amazing characters and the lore of BlazBlue. It'd be great if you can give the original fighting game a shot while at it, too!”

About Alliance

Alliance Distributors Holding Inc. (www.alliancedistributors.com), along with its wholly-owned subsidiary, Alliance Metaversal Studio LLC, is a vertically integrated video game company. Its Alliance Distributors operating division is a full-service wholesale distributor of video games, hardware and accessories, with a special concentration in value video games. Alliance is a licensed publisher for Sony Computer Entertainment of America, Microsoft and Nintendo, and as Alliance Digital Media® publishes both originally created and third party licensed games in

console, mobile, and PC/Mac formats. Alliance develops both original and third-party video games as Alliance Game Studios (formerly Metaversal Studios).

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.arcssystemworks.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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