



INDIEPUB'S VESSEL EXPLORES THE INTERPLAY BETWEEN MAN AND MACHINE

AVAILABLE THIS HOLIDAY SEASON FOR PC, PLAYSTATION NETWORK AND XBOX LIVE

Indie Liquid Physics-Based Puzzle Game to Debut at PAX Prime 2011

CINCINNATI – AUGUST 4, 2011 – [Zoo Entertainment, Inc.](#) (NASDAQ CM: ZOOG), a leading developer, publisher and distributor of interactive entertainment, today announced plans for its [indiePub](#) label to release **Vessel**, a liquid physics-based puzzle platformer for PC, Xbox LIVE™ and PlayStation® Network this holiday season. The upcoming title is indiePub's collaboration with independent developer [Strange Loop Games](#).

"The high level of artistry in the indie gaming space can result in truly inspired creations," said Mark Seremet, CEO of Zoo Entertainment. "Vessel is a rare game in our growing digital lineup that combines a creative storyline with stimulating gameplay and exemplifies the ingenuity found in the indiePub community."

In **Vessel**, players take on the role of Arkwright, a renowned inventor during the Industrial Revolution, whose inventions – living liquid creatures known as Fluros – have gone awry, turning on their users and disrupting machinery throughout the world. To fix the flawed Fluros and restore order, players must create, manipulate and destroy a wide variety of Fluros and operate complex machinery to solve challenging puzzles. **Vessel** takes players on an exploratory adventure through four fascinating worlds representing agricultural and mechanical industries to help Arkwright build his greatest invention, "The Device."

Placing special emphasis on music, art and storytelling, **Vessel** is a tale of the promise and peril of the human race as it stands on the precipice of a new age of innovation, challenging players' philosophical worldviews about the relationship between humanity and machine.

Vessel will make its official debut during PAX Prime 2011 on August 26-28 at Booth #6410.

Vessel will be available this holiday season on PC (\$14.99), PlayStation Network (\$14.99) and Xbox LIVE (1200 points). For more information, please visit: www.indiepub.com/vessel.

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About Zoo Entertainment, Inc.

Zoo Entertainment, Inc. is a developer, publisher and distributor of interactive entertainment software targeted at family-oriented, mass-market consumers. With a strong network of leading national mass-market retailers, its casual and value-focused titles span categories including sports, family, racing, game show, strategy, action-adventure and more. Zoo Entertainment software is developed for all major consoles, handheld gaming devices, PCs and mobile devices as well online and download game services.

About indiePub

indiePub is a leader in promoting independent video games and their developers. indiePub has engaged indie game developers and gamers by providing resources to collaborate and create innovative games as well as sponsoring competitions including the Independent Propeller Awards. indiePub is a developer, publisher and distributor of independently created video games for various platforms including game consoles, handheld game systems, mobile devices and tablets. indiePub's elite indie game lineup includes Kona's Crate, Vessel, Storm, Fractal, Totem Destroyer Deluxe and several yet-to-be announced games.

About Strange Loop Games

Strange Loop Games is a Seattle-based indie development game studio with more than 50 cumulative years of game development experience. Its mission is to create deep, interactive simulations that explore and expand traditional gameplay boundaries. Vessel is Strange Loop Games' first studio release.

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