



NEWS RELEASE

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Inventoractive Selected by Industry Leading In-Game Advertising House for Software Development Project

New SDK Created by Inventoractive Strengthens Client's Ability to Execute In-Game Advertising Campaigns

Orlando, FL September 6, 2007 – Inventoractive, the developer of the Celerity Game Engine and leader in the creation of customized corporate Promotional Video Games, today announced that their software services group has been selected by a major in-game advertising house to develop a software development kit for in-game advertising. The new SDK will enable the client to optimize their workflow and increase productivity while enhancing ease of use, resulting in a faster development time and reduced costs for game developers to add in-game advertisements.

“Though we are currently unable to disclose the details of this contract, we are excited to have been chosen for such a high profile project.” says Inventoractive Corp’s CEO, “With in-game advertising moving forward to become significantly more attractive to corporate advertisers, our client’s SDK will be at the top of the list for game developers, giving Inventoractive some real high level exposure. This exposure will help to promote our goals of marketing the Celerity Game Engine and using Celerity to develop an even larger profile of clients for the creation of customized corporate Promotional Video Games.”

Inventoractive entered into negotiations in June and has been diligently working with their client to design and finalize the architecture of how the SDK will work. Now that the contract is in place, development has commenced with a very aggressive deployment schedule. The client has also enhanced the contract with a two year maintenance agreement for future releases with follow on feature enhancements.

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About Inventoractive Corporation

Inventoractive Corporation is the developer of the Celerity Game Engine and a world leader in the creation of customized corporate Promotional Video Games. Incorporated in early 2007, Inventoractive is quickly establishing themselves as a leader in several facets of software development for the latest video game technology. The founders have over 30 years of combined experience in the simulation and video game industries and have shipped over 15 million commercial game units world wide prior to founding Inventoractive Corporation. For more information, visit <http://www.inventoractive.com>.