



For Immediate Release

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Redmond Game Company Backs Seattle Native for NASCAR Race at Daytona

KingX Studios Sponsors NASCAR Driver and Video Game Fan Tayler Malsam; Game Gnomes an Odd Sight on the Racetrack

February 9, 2011 (Redmond, Washington) – Redmond-based KingX Studios, a seasoned developer of online games and video games, is proud to be sponsoring the Seattle-born NASCAR driver, Tayler Malsam, in the Camping World Truck Series opening race at the Daytona International Speedway on February 18, 2011. The sponsorship comes in anticipation of the launch of KingX Studios' new social network game, Odd Manor, which will be available in Spring 2011 on Facebook.

Tayler Malsam, an up and coming driver with Randy Moss Motorsports, will be propelled by two powerful gnomes on the tail end of his truck, as Odd Manor backs him for Daytona. "I'm so excited to gain KingX Studios as an associate sponsor," said Malsam. "I'm a big fan of console video games and thrilled that Odd Manor is bringing a console experience to a social networking game. Odd Manor's two gnomes are going to be important to its future gamers; it's fun to have them along for the ride at Daytona."

KingX Studios is thrilled to partner with Malsam to introduce Odd Manor to the NASCAR audience. "People of all ages are going to love the fantasy characters, social interaction and colorful environment of the game," said Charles Balas, Chief Creative Officer for Odd Manor. "Anyone who is addicted to the adventure of NASCAR is going to be delighted with the game."

Odd Manor is an enchanting, folkloric adventure transporting people behind the walls of an enigmatic estate to solve a mystery set in a magical garden of gnomes, faeries, charmed plants, and mystical creatures.

Sign up for the Odd Manor launch alert: <http://www.oddmanor.com>

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KingX Studios is a team of experienced creative and business industry experts who have worked on, and been credited with, triple AAA titles generating billions of dollars in sales in the past 20 years, including transmedia title credits such as LEGO Star Wars, Shrek 2, Half Life and Unreal. Among KingX leadership is the co-founder of Nintendo Software Technology Corporation and legends of the online games industry.