

Digital Praise Packs Fun, Life Lessons Into New Computer Games

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March 16, 2005 — Digital Praise Inc, a leader in family-friendly edutainment software, today announced the release of two exceptional computer game titles that raise character values while giving kids a fun, exciting and action-packed entertainment experience.

Adventures in Odyssey and the Sword of the Spirit and *Adventures in Odyssey and the Treasure of the Incas* transform the appeal of the highly successful Focus on the Family daily radio series, *Adventures in Odyssey*, to legions of computer users ages 8 to 12. Heard by more than 1.2 million listeners each day in the U.S., the *Adventures in Odyssey* series features the stories of Whit, Connie, Eugene and other residents of the fictional town of Odyssey as they explore the events, concerns and issues facing today's families. Episodes range from comedy to suspense, romance to mystery.

Hours of Fun

Adventures in Odyssey and the Sword of the Spirit is an arcade-style computer game that challenges the player to a series of mental, physical, and character tests. Everyone's favorite lovable geek, Eugene, joins Connie and their "ice cream parlor and discovery emporium" owner and friend, Whit, as they attempt to find a valuable historical artifact before Gustov, the game's villain, lays his hands on it.

Adventures in Odyssey and the Treasure of the Incas is the other new game that both entertains and teaches youngsters. The story involves Eugene's parents, who discover a treasure during a South American archeological expedition. Eugene, Connie and Whit must solve the mystery of the treasure, ultimately discovering that trust is the most important element in their solution.

Ready Market

In recent years, demand for alternative children's entertainment that emphasizes Christian character development has reached unprecedented highs. Digital Praise's two new gaming titles build on this trend in several productive ways:

- **Mass Appeal**—*Adventures in Odyssey* is heard daily on more than 2,000 U.S. radio stations along with others around the world;
- **Hollywood Production Quality**—Employing veterans from such industry-leading companies as Disney Interactive, Toonacious Family Entertainment, and The Learning Company, the games feature expert animation, story development, music, voice talent, and game development;
- **Life Lessons Learned**—Each title emphasizes the core character values of cooperation, forgiveness, tolerance, and kindness.

“Video game sales represented over \$10 billion in revenues last year. When you combine that with the \$4.2 billion generated last year by Christian retail products, it’s obvious that there’s an undeniable market opportunity for Christian computer games,” said Tom Bean, President and CEO, Digital Praise. “With our new offerings, we plan to seize this opportunity and offer consumers a high-quality choice in family-friendly edutainment and faith-based entertainment.”

Pricing and Availability

Adventures in Odyssey and the Sword of the Spirit and *Adventures in Odyssey and the Treasure of the Incas* are currently available in Windows and Macintosh versions and are priced at \$29.95 USD each (MSRP). Both games are available through leading Christian retailers in the U.S. and Canada as well as select general market retailers and through online sources www.digitalpraise.com, www.whitsend.org, and www.amazon.com.

For more information, visit www.digitalpraise.com.

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