

For Immediate Release

February 27, 2007

Kid's Interactive Community coming to the UK

We are very glad to announce that the BBC (British Broadcasting Company) has recently licensed our kid's interactive community software for use in their programs throughout the UK.

Kid's Interactive Community (K.I.C.) is a cross media concept that has proven to be a massive success in Belgium.

In K.I.C children make all kinds of creations in an online 3D game environment and send it to the broadcaster. The broadcaster uses these creations throughout its kids programming. The 3D game environment can be modified by the broadcaster at will, allowing for dedicated advertising and plenty of new initiatives.

K.I.C. has been co-developed with the VRT (Belgium's national broadcaster) and was released by the VRT at the end of 2004 in the form of Ketnet Kick. Since then it has steadily been breaking all kinds of records, reaching over a hundred thousand players in Belgium. The most rewarding achievements were the kids themselves voting it the best game of 2004 & 2005, giving it the "Kids award" twice.

Says Swen Vincke, managing director of Larian Studios, "The success of the Belgian version of K.I.C. has been phenomenal, beating all of our expectations. The possibilities offered by K.I.C.'s unique feedback loop are enormous and we look forward to see if we'll enjoy the same level of success in the UK, and indeed other territories."

The BBC version of K.I.C. will be fully customized for the UK audience.

For more information on K.I.C., visit www.larian.com/kic
For more information on Ketnet Kick, visit www.ketnetkick.be

About Larian Studios: Larian Studios is the largest independent games developer from Belgium. Their portfolio includes the multiple award winning RPG Divine Divinity, and LED Wars. Larian Studios is also the developer of bespoke entertainment products for broadcasters and multi-national blue chip companies. Currently the company is focusing on next-generation game projects, new media applications for broadcasters and various other multimedia projects.

For further information, contact:

Larian Studios

Lynn Vanbesien, Media & Marketing

lynn@larian.com

www.larian.com

For licensing information, contact:

Larian Studios

Swen Vincke, Managing Director

lar@larian.com

www.larian.com

