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**FOR IMMEDIATE RELEASE**

## **THQ TO HAND GAMERS KEYS TO THEIR OWN *WORLD OF ZOO*<sup>™</sup>**

### ***New Intellectual Property Due to Come Out Roaring in Fall 2009 With Hands-on Interactive Gameplay and Packs of Customization Features***

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**AGOURA HILLS, Calif.** – June 1, 2009 – [THQ Inc.](#) (NASDAQ: THQI) today announced its new, original intellectual property, *World of Zoo*<sup>™</sup> is currently in development to make its scheduled debut for Wii<sup>™</sup>, Nintendo DS<sup>™</sup> and Windows® PC this fall. *World of Zoo* takes players beyond the fences and into their own zoo, allowing them to care for and build relationships with numerous animals through hands-on interactive gameplay. Packed full of customization features, players will be able to experience their own personalized virtual zoo creating an experience unlike any other animal-based simulation game. In addition, the game will be showcased at the upcoming E3 Expo 2009 being held at the Los Angeles Convention Center.

“We are excited to introduce this game to animal lovers and zoo fans of all ages,” said Randy Shoemaker, vice president, global brand management at THQ. “This game expands the real-world zoo experience, giving players an all-access pass to interact with the world’s most amazing animals up close and personal.”

*World of Zoo* is a family-friendly game that will open the gates for gamers to freely roam their zoo in ways they have only imagined. With more than 90 different animals spanning 11 families to care for, players will have ample opportunities to engage with all types of species. The Animal Creator feature will allow players to create an unlimited number of animals and be able to customize each one. They can even add animals to any of the 20 different exhibits available in the game utilizing the Animal Adoption Network feature. Players can also learn about their animals through fun animal facts provided by National Geographic. Each animal is completely unique with different personalities and behaviors. It will be up to the player to determine ways to gain their trust and keep their animals happy, ultimately earning a Magic Moment from their animal.

*World of Zoo* is being developed by Blue Fang, creator of the highly successful *Zoo Tycoon*<sup>®</sup> series. For more information on this game, please visit [www.worldofzoo.com](http://www.worldofzoo.com). Information on the rest of THQ’s line-up of family-friendly titles is also available on [www.playthq.com](http://www.playthq.com).

### **About National Geographic Ventures**

National Geographic Ventures (NGV) is a wholly owned, taxable subsidiary of National Geographic Society, one of the largest nonprofit scientific and educational organizations in the world. Founded in 1888 to “increase and diffuse geographic knowledge,” the National Geographic Society works to inspire people to care about the planet. NGV, part of the editorial group National Geographic Global Media, includes National Geographic Television (NGT) production and distribution, National Geographic Television International, Digital Media (including Nationalgeographic.com) and National Geographic Extended Platforms Group, comprising the Mobile, Gaming and Maps business groups. NGV creates and distributes content across multi-platforms and media providing outlets for the hundreds of scientific and expedition-based grants awarded each year. For more information, go to [www.nationalgeographic.com](http://www.nationalgeographic.com).

### **About THQ**

THQ Inc. (NASDAQ: THQI) is a leading worldwide developer and publisher of interactive entertainment software. The company develops its products for all popular game systems, personal computers and wireless devices. Headquartered in Los Angeles County, California, THQ sells product through its global network of offices located throughout North America, Europe and Asia Pacific. More information about THQ and its products may be found at [www.thq.com](http://www.thq.com) and [www.playthq.com](http://www.playthq.com). THQ, World of Zoo and their logos are trademarks and/or registered trademarks of THQ Inc.

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