



Firefly Online: Cult Hit Series to Get Officially Licensed Multiplayer Online Role-Playing Game

LOS ANGELES — July 17, 2013 — Fox Digital Entertainment (FDE) and QMx Interactive Inc. (QMxi), a developer of mobile games and apps, are heading back to the Verse of the much beloved cult hit TV series *Firefly*, announcing today the first officially licensed video game, titled *Firefly Online*.

Firefly Online (FFO) is a multi-user, social online role-playing game that will initially be available for smartphones and tablets, including those based on iOS and Android operating systems.

Players take on the role of a ship captain as they hire a crew and lead missions, while trading with and competing against millions of other players like themselves. Much like the crew of *Serenity*, the *Firefly*-class transport ship featured in the original show, players must do whatever it takes to survive in the Verse: find a crew, find a job and keep flying.

Firefly Online is currently in development by QMxi and Spark Plug Games, an independent video game studio. The game is expected to be released during the summer of 2014.

"At QMx, we know firsthand how great and powerful a franchise *Firefly* is and how mighty the Browncoats are," said Andy Gore, CEO of QMxi and Quantum Mechanix Inc., which produces official collectibles and replicas for *Firefly*.

"It has always been our mission to bring the Verse to life for our customers in every way possible. The idea of creating an interactive experience where fans can have their own *Firefly* adventures -- well, that's just too shiny for words," Gore said.

"We are thrilled to be partnering with QMx on *Firefly Online*," said Matt McMahon, VP of Mobile for Fox Digital Entertainment. "QMx has a long and successful history with *Firefly* and we couldn't think of a better partner to make a truly innovative game that will stand up in the Verse and to its passionate fans."

"When we were first approached with this challenge, we realized that *Firefly* is unique among shows and movies, so only a unique game experience could do it justice," said John O'Neill, President of Spark Plug Games.

"*Firefly Online*, while having a lot of familiar game elements, will be like no game you've ever experienced," added O'Neill.

Firefly Online players will play a captain in the Verse that's struggling to get by, just like Capt. Mal Reynolds from the show, and dive in the following features:

- Create a crew, customize a shiny ship and explore the Verse.
- Aim to misbehave in space and planet-side adventures.

- Pick-up and play anywhere with cross-platform, cross-device game play support.
- Engage with unique social features connecting *Firefly* fans.

To sign up for more information or preregister for the game, please visit www.KeepFlying.com.

Savvy consumers and *Firefly* fans should keep an eye out for first-look game content, exclusive collectibles tied to the game, and more goodness yet to come by signing up for:

- The QMx Insider newsletter <http://insider.quantummechanix.com/>
- *Firefly Online* (FFO) on Twitter http://twitter.com/firefly_game/
- *Firefly Online* (FFO) on Facebook <http://www.facebook.com/fireflyonlinegame>

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About Fox Digital Entertainment

Fox Digital Entertainment (FDE) is a division of 20th Century Fox that is dedicated to creating new and innovative content for emerging distribution channels. FDE develops and produces video, applications and games based on both original concepts and extensions of existing Fox intellectual property. The group has produced a number of award-winning products, including THE SIMPSONS TAPPED OUT, ICE AGE VILLAGE, ANGRY BIRDS RIO and GLEE KARAOKE.

About QMx Interactive Inc.

QMx Interactive brings together programming wizards, brilliant artists and innovative digital alchemists with just one aim: to create mobile apps of unparalleled function, design and originality. Our goal is to create experiences that amaze, delight and push the boundaries of what's possible.

QMx Interactive is part of the Quantum Mechanix Strategic Business Alliance.

About Spark Plug Games

Spark Plug Games is an independent games developer focused on creating interactive products for social, mobile, tablet and console markets. The team embraces the slogan "We ignite fun!" which expresses a desire to create high quality products with strong entertainment value and a passion for game development. Founded in 2008 and based out of Cary, North Carolina, the SPG team has already built over 60 products and continues to develop new brands while working with leading industry partners. For more information, please visit www.sparkpluggames.com.

For more information on *Firefly Online*, please visit <http://www.KeepFlying.com>.

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