

## **TransGaming and Metrological Partner To Deploy GameTreeTV Gaming Platform for Digital Home Entertainment Globally**

### **Video Games Accessible To Cable Operators Through GameTreeTV**

Toronto, Canada; Rotterdam, Netherlands – June 1, 2010 TransGaming Inc. (TSX-V: TNG) and Metrological announce a partnership to globally deploy TransGaming's GameTreeTV Games Platform to cable operators and managed service operators, as part of Metrological's Mediaconnect TV. Through this partnership, Metrological's customers around the world will have the ability to offer video games to their subscribers as part of a fully integrated digital entertainment solution.

The GameTreeTV Games Platform delivers a unique and compelling interactive entertainment video games experience to consumers from the comfort of their living rooms. Consumers will have access to a rich catalogue of games through an easy to navigate on-demand service model. With GameTreeTV consumers can browse, download, and play their favorite video games from leading content creators, through an on-demand business model of games purchase, rental, or subscription.

Mediaconnect TV, a next generation hybrid consumer TV entertainment platform based on Intel CE Media Processing technology and powered by the Metroconnect Operating System, provides consumers with a wide range of high-value applications and services. The GameTreeTV Games Platform will be integrated into Metrological's master catalogue of services, thereby offering TV viewers a broad set of on-demand games.

*"Metrological has developed a comprehensive and highly interactive turn-key digital home entertainment solution that advances the consumption of interactive services and applications for consumers", commented Vikas Gupta, CEO & President of TransGaming. "Mediaconnect TV is transforming the living room experience and we are thrilled to announce Metrological as a strategic deployment partner for GameTreeTV. Video games are the primary source of leisure entertainment around the world and this partnership will make high quality video games available to million subscribers over the next few years."*

Metrological Media Innovations' software allows managed service operators to extend home media entertainment services to their respective subscribers. TV viewers are able to access an extensive range of additional next generation, interactive applications, while simultaneously viewing regular TV programming. Mediaconnect TV combines cable, satellite and terrestrial broadcast with IPTV and Internet TV services through a connected interactive media device to ensure consumers have the highest quality experience available.

*“Metrological has created the leading software platform that combines all of the features of interactive television into a single convenient and easy to use solution,” said Albert Dahan, CTO and co-founder of Metrological. “The addition of GameTreeTV will provide Mediaconnect TV users with the best gaming experience that interactive television currently has to offer.”*

Mediaconnect TV is expected to begin commercial deployment with select customers in Europe and North America by fall of this year. TransGaming and Metrological are actively working together to seamlessly integrate GameTreeTV into Mediaconnect TV.

### **About TransGaming, Inc.**

TransGaming Inc. (TSX-V: TNG), is a leader in the development of unique software products that facilitate the deployment of games across multiple platforms. TransGaming's portability technologies significantly reduce the time-to-market for and costs associated with multi-platform releases of games. TransGaming works with many of the industry's leading developers and publishers to enable and distribute their games on the Mac and Linux platforms, and currently markets products under four brand names: Cider (Mac Gaming), GameTree (Game Publishing & Distribution Platforms), Cedega (Linux Gaming), and SwiftShader (Graphics Rendering). TransGaming is headquartered in Toronto, Canada with additional offices in Ottawa, Ontario and Atlanta, Georgia. To learn more about TransGaming's products visit [www.transgaming.com](http://www.transgaming.com) or [www.gametree.tv](http://www.gametree.tv).

### **About Metrological**

Metrological Group, founded in 2003, is headquartered in Rotterdam, The Netherlands. The company focuses on the development and implementation of innovative hardware and software products. Its subsidiary Metrological Media Innovations specializes in media technology for both the “business to business” and “business to consumer” market. In 2009 the company introduced Mediaconnect TV, a next generation generic open media platform, based on the Intel® CE Media Processing technology and powered by the Metroconnect Operating System. Metrological enables Media Service Operators, content providers, equipment manufacturers and retailers, to deliver branded tailor-made Over-The-Top Home Entertainment Media services, by offering a white labeled end-to-end media platform, based on standard TV Widget technology. To learn more about Metrological's products please visit [www.metrological.com](http://www.metrological.com).

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