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Compton's NewMedia Provides Distribution for Graphix Zone's, the artist formerly known as Princes' Interactive title

CARLSBAD, CA -- Compton's NewMedia today announced that it will be the exclusive distributor for the artist formerly known as Prince Interactive, the breakthrough CD from Graphix Zone. The artist formerly known as Prince Interactive features unprecedented experiential navigation and includes a new song and dynamic companion performance video created especially for the new CD ROM title.

The distribution and marketing relationship follows close on the heels of Compton's NewMedia's recent announcement of establishing two divisions, Compton's Information and Compton's Entertainment, to address the increasingly disparate development and marketing needs as Compton's expands its multimedia offerings in the entertainment arena.

Compton's Affiliate Label Program will support Graphix Zone through its comprehensive worldwide marketing and sales efforts that currently reach fourteen channels of distribution.

"We are witnessing the market's increasing appetite for enhanced entertainment titles, and the artist formerly known as Prince Interactive has been critically acclaimed as one of the best examples of the creative extension of the recording industry into the world of interactivity," said Norman J. Bastin, Compton's executive vice president and general manager.

The artist formerly known as Prince Interactive is the result of an agreement between Graphix Zone, Warner Brothers Records, and Paisley Park Enterprises, the artist formerly known as Prince's production company. Paisley Park elected to work with Graphix Zone because of the company's strong relationships with technology providers such as Apple, IBM, Sony, Adobe, Intel, and Microsoft. These ties have helped Graphix Zone develop an IMCD (Interactive Music CD) which allows the viewer to navigate the artist formerly known as Prince Interactive as an experience, putting the user in control of a series of changing interactive events highlighted by the latest in morphing and 3D technology.

This particular new IMCD offers a variety of entertainment options. The CD ROM runs on both the Macintosh and PCs from the same disc, and one audio file can be played in a standard audio CD player. An MPEG version of the disc will play back true full motion, full screen video in real time on the computer screen using the ReelMagic MPEG board from Sigma Designs. Initially, the MPEG version of the disc will be bundled with selected ReelMagic MPEG products.

The artist formerly known as Prince, Interactive will ship on June 7, his birthday. It lists as \$59.95 and can be played on any multimedia PC, Macintosh computer, or audio CD player.