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First of its kind, personal screen controller for PS2, GameCube and Xbox to debut at E3

- *Hip ScreenPad™* Provides Freedom for Gamers Everywhere -

Toronto, ON – Hip Gear, a division of Hip Interactive Corp. and a developer and leading distributor of gaming accessories across North America, today announced that *Hip ScreenPad™* - a breakthrough control unit that allows players to play video games and watch DVDs directly from their handheld controller – will debut at E3. Using a combination of proprietary technologies featuring a LCD high resolution screen and the latest in controller unit technology, the *Hip ScreenPad™* provides gamers with instant access to their games at home, in the dorm, at work or in the car and is compatible with all major consoles including PS2, GameCube and Xbox.

“With a *Hip ScreenPad™*, gamers are no longer tied to the TV and have the freedom to play almost anywhere,” said Bill Laing, Senior Vice President, Hip Gear. “You no longer have to worry about being kicked out of the family room by your TV-watching family. In fact, you never have to worry about not having access to your TV again in order to play video games.”

Hip ScreenPad™ features an analog controller with a built-in 2.6 high-resolution, high quality TFT screen that is fully adjustable and locks into place with a special tilt option. With simple plug and play installation, the *Hip ScreenPad™* has multi-player support for up to 4 players or you can play online with a console that supports online play.

Additionally the new *Hip ScreenPad™*, which includes stereo speakers and headphone jack, enables players to control the brightness, colour, contrast and volume of their screen. If used in conjunction with the PS2 or the Xbox (DVD Movie Playback Kit

required), the *Hip ScreenPad™* also gives players the opportunity to watch DVDs on their personal screen.

With the exclusive Hip Power Inverter, players are able to take their games on the road and can add other accessories, such as The Hip Travel Case and The Hip Car Adaptor.

The *Hip ScreenPad™* is yet another first in a line of great offerings from Hip Gear, a division of Hip Interactive Corp. that was created in May 2001, which was also the first accessories company in North America to launch a 3rd party memory card compatible with the Nintendo GameCube. The *Hip ScreenPad™* will be available at retailers throughout North America, including EB Games, GameStop, Fry's Electronics, CompUSA, Target.com, KBtoys.com, Wal-Mart (Canada) and Toys R Us (Canada), with a suggested retail price of US\$99.99.

About Hip Gear

Hip Gear video game accessories (www.hipgearproducts.com) are designed to blend innovation and creativity. Created from the consumer's desires, Hip Gear provides high quality, value-priced accessories for all leading game consoles. Hip Gear is carried throughout North America in such leading video game retailers as EB Games, CompUSA, GameStop, Fry's Electronics, KBtoys.com, Target.com, Future Shop, Radio Shack, Blockbuster, Walmart Canada and Toys R Us (Canada). In addition, Hip creates private label accessories and game/accessory bundles for a number of national and international retailers.

About Hip Interactive Corp.

Hip Interactive Corp. (www.hipinteractive.com) is a leading North American provider of electronic entertainment, including PC and video games, movies, video arcade games, and proprietary games and accessories branded as Hip Gear. The Company distributes all first party products, including Sony, Microsoft and Nintendo hardware, software and accessories, as well as third party licensed video game software and accessories. Hip uses its distribution business to leverage into higher margin, higher growth areas of the electronic entertainment industry, such as licensing, publishing and the distribution of proprietary games and accessories. Hip Interactive Corp. trades on The Toronto Stock Exchange under the trading symbol HP.