



ROTH Capital Partners



ROTH Capital Partners Completes \$9.6 Million Registered Direct Offering for Majesco Entertainment (COOL)

Client Information

Majesco Entertainment Company is a provider of video games for the mass market. Building on more than 20 years of operating history, the company is focused on developing and publishing a wide range of casual and family oriented video games on leading console and portable systems. Product highlights include Cooking Mama(TM) and Cake Mania(R)2 for Nintendo DS(TM), and Cooking Mama World Kitchen and Jillian Michaels' Fitness Ultimatum 2009 for Wii(TM). The company's shares are traded on the Nasdaq Stock Market under the symbol: COOL. Majesco is headquartered in Edison, NJ and has an international office in Bristol, UK.

Transaction Information

On September 17, 2009 Majesco Entertainment (COOL) announced a registered direct offering of 6,420,000 shares of its common stock for a per share price of \$1.50. The offering of the shares was made pursuant to a registration statement previously filed with the Securities and Exchange Commission. ROTH Capital Partners acted as the sole placement agent for the offering.

ROTH Capital Partners

ROTH is a full service investment banking firm dedicated to advising public and private emerging growth companies. Headquartered in Newport Beach, California, ROTH offers a wide array of services to both corporate and institutional clients including: initial public offerings, follow-ons, mergers and acquisitions, SPACs, PIPEs, private placements, investment research and institutional sales and trading.

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\$9,630,000

MAJESCO
ENTERTAINMENT

REGISTERED DIRECT

September 2009

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