

HOLD FOR RELEASE UNTIL 8:00AM EASTERN TIME

Pixton Do-It-Yourself Comics Leading Innovation on the Web in the Multi-Billion Dollar Social Gaming Sector

VANCOUVER, BC, CANADA – JULY 28, 2009 – Pixton Comics Inc., creators of the fast-growing online community Pixton.com where anyone can create comics without having to draw, was awarded Backbone Magazine's Pick 20 Award, published today in the Globe & Mail.

Pick 20 is the only national ranking of its kind, identifying "the 20 companies that are driving innovation and changing the way we use the Internet." Judges scored the nominees against five criteria: ROI, competitive advantage, ongoing value, execution and innovation. Other winners include Now Public, Kaboose, and social gaming powerhouse Club Penguin.

Pixton.com attracts people of all ages, from 199 countries representing more than 40 languages, to tell jokes, share stories and express opinions in professional-quality comic formats. Members can grab, create and remix their own Pixton comic characters and storylines with a click of the mouse, making do-it-yourself comics a fun, social and interactive game-like experience found nowhere else.

"We've doubled our membership twice over the past six months, with over a quarter of a million characters created," said founder Clive Goodinson. "Our vision is to transform how the world makes comics, creating a premier destination on the web while driving a high-growth business, and this award recognizes us at a time when we're only just getting started!"

"Pixton is positioning itself squarely in the multi-billion dollar social gaming market and is poised to capitalize on significant consumer revenues and strategic investment in the months ahead," said Catherine Warren, president of FanTrust Entertainment Strategies, Pixton's business development partner.

For more information about Pixton, please visit <http://pixton.com> or contact us at 888-7-PIXTON.

###

Media Contact:
Clive Goodinson
Phone: 778-885-8542
Email: clive@pixton.com