

Alliance Digital Media Releases Sombrero by Developer PixelMetal Available now on Steam

NEW YORK, NY October 27, 2016 – Alliance Media Holdings Inc. (OTC-Pink: ADTR) a distributor, developer and publisher of video games and gaming products, announced today the release of Sombrero, a spaghetti western multiplayer shootout in which 2-4 players can grab loot, have an all-out gunfight or play one of four unique game modes including Capture the Flag and Banditos. With four Wild West locations and a cast of over a dozen rough and ready playable characters, Sombrero can be played locally with up to three friends, or online against players from all over the world. Sombrero is the second game released by Alliance in the indie initiative it announced in May 2016.

Jay Gelman, Chairman and Chief Executive Officer of Alliance, stated, “Sombrero is a fast-paced, engaging and visually attractive game, which always seems to draw an enthusiastic crowd at trade shows. PixelMetal and our Alliance Digital Media team have worked hard and delivered a really fun and competitive multiplayer game.” Gelman continued, “Sombrero is a great example of the type of creative indie game Alliance is looking to help bring to market in our indie initiative.”

Nick Robalik, founder of PixelMetal said, "We're very excited to be launching Sombrero on Steam with Alliance Digital Media and hope gamers have as much fun playing it as we did making it."

About PixelMetal:

PixelMetal is an independent game development studio located in New York City dedicated to making fun, entertaining games for people of all ages. For more about PixelMetal, visit <http://pixelmetal.com>

About Alliance

Alliance Media Holdings Inc. (www.alliancemediaholdings.com) is a vertically-integrated video game company. Alliance is a licensed publisher for Sony Computer Entertainment of America, Microsoft and Nintendo, and, as Alliance Digital Media®, publishes both originally created and third party licensed games in console, mobile, and PC/Mac formats. Alliance develops both original and third-party video games as Zachtronics. Its Alliance Distributors operating division is a full-service wholesale distributor of video games, hardware and accessories, with a special concentration in value video games.

Contact:

Alliance Media Holdings
Steve Gelman, VP of Marketing and Communications
212-894-4750

steve@alliancedis.com

<http://www.alliancemediaholdings.com>

#