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FOR IMMEDIATE RELEASE:

**LOGICA HOLDINGS ANNOUNCES MARKETING PARTNERSHIP WITH
OURTOWN MEDIA**

*New Partnership will further Expand Distribution of Logica's Annesdiary.com through
OurTown™ Media's 70,000 Local News Sites*

TORONTO – May 5, 2008– Logica Holdings, Inc. (OTCBB: [LGHL.OB](#)) and its subsidiary **Anne's World**, today announced that it has agreed to a strategic partnership with OurTown™ Media, LLC (www.ourtown.com) to further expand its distribution platform and marketing efforts for Annesdiary.com (www.annesdiary.com), the first secure social networking site for children that uses biometric technology to verify the age and identity of users.

OurTown Media is a nationally branded, interactive, hyper-local network for news and community information covering 70,000 local sites, encompassing every populated postal zip code in the U.S. OurTown also publishes sports content and local weather to each targeted ZIP code.

"We look forward to increasing our viewer base through Ourtown.com's nationally branded platform. Ourtown has a leading edge in the local advertising marketplace, capturing a local audience through its 70,000 local editors who are establishing relationships with their viewer base in their respective communities," stated Pino Baldassarre, Chief Executive Officer of Logica Holdings, Inc. "The structure of this transaction is performance-based and creates a win-win incentive for Annesdiary.com and Ourtown.com. We are confident this will be a very beneficial relationship for both parties and are excited to work with an organization such as OurTown Media that is targeting the local ad marketplace."

"We are very excited about partnering with an organization that is providing a unique platform that protects the identity and confidentiality of our children while also giving them the ability to learn, communicate and benefit from a virtual environment such as Anne's Diary," said Roger Ach, Chief Executive Officer of OurTown Media, LLC. "Through our distribution platform at www.ourtown.com we are confident that we can significantly build the awareness of www.annesdiary.com. We look forward to further building our relationship with Logica and working with them on their full suite of products and services."

(more)

ABOUT OURTOWN™, LLC (www.ourtown.com)

OurTown™, LLC is a nationally branded, interactive, hyper-local network for news and community information covering 70,000 local sites for every populated ZIP code in the U.S. OurTown™ publishes national and regional news, sports, content and local weather to each ZIP code.

ABOUT ANNESDIARY.COM (www.annesdiary.com)

Through a licensing agreement with Anne's World, annesdiary.com is the world's first secure social networking site for children. Protected by leading-edge biometric technology in the form of a fingerprint reader, annesdiary.com is an interactive world in which young people inspired by the stories of *Anne of Green Gables* are encouraged to explore their own creativity. In partnership with Fujitsu Limited, Novell Technologies and 123ID, Anne's Diary is setting new standards in online safety for children.

ABOUT LOGICA HOLDINGS, INC. (www.logicaholdings.com)

Logica Holdings, Inc. is a company whose primary focus is in the e-commerce and information technology sectors. The current configuration of held companies reflects a common theme: the growing global market for social networking and downloadable entertainment content. This is the essential idea behind the entities that are currently part of **Logica Holdings**, which include **Plays On the Net**, a comprehensive and global online guide to theater, **Anne's World**, licensee of Annesdiary.com, the world's first secure social networking site for girls ages 5-14, and **Curtain Rising**, a user-friendly search engine which will enable theater-goers to locate productions, venues and information with ease.

SAFE HARBOR STATEMENT

This press release may include forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995, including statements related to anticipated revenues, expenses, earnings, operating cash flows, the outlook for Annesdiary.com's markets and the demand for its products. Forward-looking statements are not guarantees of future performance and are inherently subject to uncertainties and other factors which could cause actual results to differ materially from the forward-looking statement. Such statements are based upon, among other things, assumptions made by, and information currently available to, management, including management's own knowledge and assessment of the Company's industry and competition. The Company refers interested persons to its most recent Annual Report on Form 10-KSB and its other SEC filings for a description of additional uncertainties and factors, which may affect forward-looking statements. The Company assumes no duty to update its forward-looking statements.

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