

# Majesco lands the rights to create Zumba exercise games

## *Portable party fitness*

**Product:** [Majesco News](#)

**Developer:** [Majesco](#)

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by [Spanner Spencer](#)

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Developer and publisher Majesco has apparently secured the rights to create a number of games based on the Zumba 'party fitness' exercise system.

Zumba is the latest fitness craze, which uses Latin dance with intensive fitness classes, and apparently enjoys over 5 million members across 75 different countries.

"As the biggest trend in fitness right now, Zumba has effectively transformed the way people work out," says Majesco CEO Jesse Sutton. "This dance-infused fitness party is the perfect complement to motion-based gaming and we're excited to offer players a totally new, and incredibly fun, means to achieve their personal fitness goals."

Majesco has met with difficulties on its big budget titles in recent years, though its Nintendo DS and Sony PSP presence has helped sustain the company through its difficult times, making the portable platforms likely candidates for its first Zumba-based games.

"Who says working out and having fun are mutually exclusive?" says Alberto Perlman, CEO of Zumba Fitness. "We don't believe this and neither does Majesco, which is why this union will take 'exergaming' to the next level."

Given the popularity of exercise and rhythm-based games, a quick look at the video below shows that Zumba does indeed seem ideal for its own gaming line.

