



PRWeb: Technology Games





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GameTruck Closes Out Last Half of 2009 with Strong Growth

Company sets sights on a nationwide presence within the next two years

Phoenix, AZ (Vocus) January 4, 2010 -- Phoenix-based [GameTruck Corporation](#) today announced that it had tripled franchise sales August 2009, giving the innovative birthday party company presence in 16 states and nearly 100 territories. Proving to be virtually recession-resistant, the company is taking the birthday party and events industry by storm.

“We are delighted to see this business gain momentum. We’ve focused heavily on the basics – making entry as affordable as possible and creating a business opportunity that can realistically be up, running, and most importantly profitable very quickly,” said Scott Novis, founder of [GameTruck](#).

Novis said GameTruck closed deals on 20 franchises since August and expect to continue to grow at a rapid pace in the coming months. “What makes GameTruck so appealing to investors is that we have a solid roadmap for profitability and at a corporate level we understand that we are only successful if our franchises are making money. Unlike other franchise companies in this space, we believe that the real work starts when the franchise deal is inked – we are totally invested in helping our franchise partners succeed.”

According to Novis, the average [GameTruck](#) franchise is operational within in 6-8 weeks of completing the deal. New owners are operating in the black within the first few months of opening their doors. “We are not your typical franchise corporation that is more interested in closing the next deal. Growth is very important to us, but not at the expense of the people that have made a commitment to be a part of the GameTruck family.”

Novis, who has been in the electronic games, technology and entertainment industries for more than 20 years, has set his sights on changing the way kids play. “For too long, electronic games have been isolating, but they simply do not have to be. Games need to help kids and families connect. They need to create opportunities for kids to gain important cognitive and social skills.”

“Beyond the business potential, what excites prospective owners about GameTruck is our secondary mission,” said Novis. “We don’t want to be just another birthday party company; we want parents to see value beyond the party. In short, we want to change the way people think about playing electronic games.”

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Online Web 2.0 Version

You can read the online version of this press release [here](#).

News Image





Ares - Official Release of the Ares Download for Windows 7

Official release of the popular p2p program, Ares. Latest version for Windows 7 available now.

(PRWEB) January 3, 2010 -- January 1st, 2010 marks the release date of the official Ares p2p file sharing software for Windows 7. A year in development, [Ares](#) development group has finally updated the popular p2p software to include many new upgrades, such as, but not limited to: a beautiful HD video player for playing HD movies and videos, updated and more user friendly media library, Windows 7 compatibility, and 24/7 email support.

"For those users that still have Ares Vista, upgrade to Ares for Windows 7 as soon as you can. Ares Vista was specifically coded to work with Windows Vista and not with Windows 7. The latest version of Ares will work with Windows 7 without causing any hardware or software issues.", as stated by the developers. "We have been working on compatibility issues and bug fixes for the Windows 7 operating system for quite some time and we were able to finally complete the work, just prior to the new year. We officially released Ares for Windows 7 on January 1st, 2010, and what a great new year. Our users are thrilled with the new updates we've made to the software, especially the new HD video player.", one of the lead developers told us.

Anyone who is familiar with downloading music, movies, games, or software, is probably well aware or at least heard of Ares. Ares has been around for quite sometime and is currently one of the most popular p2p file sharing applications in the world. The BitTorrent protocol was implemented into the software a couple of years ago, allowing users to use the [Ares download](#) software to download torrent files, therefore, eliminating the need to have a torrent client and a p2p client. Ares is both and allows concurrent downloads of torrent files and files pulled from the Ares network.

The developers also added this warning, "There are a LOT of Ares clones and scams out there right now. They take advantage of people that are not familiar with Ares. We advise anyone that downloads Ares from anywhere other than the official Ares download site, which is here: [Ares](#), please don't be fooled by their empty promises of support. The only place you can actually get true support for Ares is at <http://www.ares.net>. Look at the poor designs of the websites/scam sites, that are claiming to have the "official Ares". Don't you think that if they were really the developers that they would at least care what their site looked like?"

###



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You can read the online version of this press release [here](#).



WoW Schools Releases Reaching Gold Cap Course for WoW Players

WoW Schools, an organization dedicated to educating players to play World of Warcraft better has released its first Reaching Gold Cap Course.

(PRWEB) December 31, 2009 -- On January 5, 2010 [WoW Schools](#) is releasing a highly anticipated Reaching Gold Cap Course that teaches players how to reach the infamous World of Warcraft gold cap. The course is comprised of strategic lessons that provide players with the knowledge they need to make intelligent in game decisions to maximize gold.

Gold guides have existed for many years and the release of this course marks a first for the WoW gaming community. While many gold guides offer valuable tips to players none offer a step by step lesson plan designed to reach a set gold amount.

With the [WoW Schools Reaching Gold Cap Course](#) players receive instructions that lead them from zero all the way to gold cap, which is currently 214,000 some gold. Another distinction of the course from gold guides is the fact that the course can be successfully completed with using only a level one character.

The developers of World of Warcraft have continually added in game content that has increased not only a need for players to constantly upgrade their gear, but also to increase the size of their virtual bank accounts. Items like bags, mounts, and even exotic non-combat pets are just a few of the items players spend their gold on in order to stay up to speed with the latest content releases.

In a recent interview John Hunter from WoW Schools stated, "I don't think it's a deterrent for players to have to worry about making a lot of gold, in fact most of them don't and unfortunately just do without. One of the things we do at [WoW Schools](#) is to teach players how to earn a lot of gold in a very fast and efficient way so that they can spend their time playing and doing what they like to do in game. Recently we've seen Blizzard push a lot of items through into the game that are there solely for the fun factor or to show off. It's becoming more and more important to players to have the best mounts, epic gear, even exotic non-combat pets and we actually find this quite exciting. We have had great success with our gold cap course in helping these players get the gold they want and need."

With over 10 million subscribers, World of Warcraft is a leading online game that dazzles new players and old with its constant improvements and additions to game play. And although players are now resorting to buying gold courses, according to people like John from [WoW Schools](#) the game is only getting more exciting.

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Dave Patten Releases Top Hits On Free MixTape

Dave Patten's deep and powerful voice, combined with both pop rock and hip-hop beats, set him apart from the multitude. He has released "MixTape 09", a representative sample of past work, now available for free download.

(PRWEB) -- Dave Patten. He bleeds music.

And now for a limited time he has released 13 of his top hit songs for free download on [MixTape 09](#).

Dave's vocals alone make him a standout. His deep and powerful voice, combined with both pop rock and hip-hop beats, set him apart from the multitude of like-sounding musicians. Dave's hit the collective pulse with songs like "Don't Stop" off his third album, Pace of Change, and "Back to School" from his fourth work, No Direction. Reflective, soulful, and powerful, they embody just one side of his artistic expression.

Dave Patten creates his own brand of music from start to finish. Everything you hear on the singer/songwriter's self-produced albums – acoustic and electric guitars, piano, drums, bass, synthesized horns and string parts – is Dave. Rarely does a musician have the ability and talent to synchronize each aspect of his tracks to the exact specifications of his creative vision.

Be sure to check out the new video sampler for his forthcoming album "[Boomerang](#)", due out in January 2010.

All of Dave's music is available on iTunes and other popular download sites.

For more information about Dave Patten, please visit www.davepatten.com.

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Matchmove Games Reaches 1,000,000 Visitors

Online games distributor hits major audience milestone after only three months.

Singapore (PRWEB) December 24 2009 -- After only three months, [Matchmove Games](#), the Singapore-based online games provider and exclusive casual games provider to Yahoo! Games in Southeast Asia, has announced that their online site has reached 1,000,000 unique visitors since launch last September.

"Reaching a million people is a welcome accomplishment," says Shailesh Naik, CEO. "Much of our success can be attributed to our excellent portal and content partnerships, as well as our continued commitment to providing only the best games for our customers. It's a great way to end 2009 and welcome the new year!"

This latest achievement is yet another positive milestone for Matchmove Games. Earlier this month, the games provider had their online games store open throughout all of Yahoo! Southeast Asia, allowing Yahoo! users to buy from a catalog containing over 140 quality titles. Among the latest additions to the catalog are Digital Chocolate's [Tower Bloxx Deluxe](#), Playrix Entertainment's [Fishdom: Frosty Splash](#), and Alawar's [Farm Frenzy 3](#).

Last October, Matchmove Games announced that the startup had received a significant investment from the Vickers Capital Group.

Celebrating the Holidays with a Sale

To help celebrate their success, Matchmove Games, has announced a treat for their users: [The Crazy Holiday Sale](#).

For the rest of December, until January 6th, all registered Matchmove Games users will see prices on select titles slashed by up to 80%. Numerous 30-min sale windows occur each day when individual titles will be sold at a discount.

To take full advantage of this offer, users are encouraged to keep Mcash, the site's virtual currency, available at all times in order to take advantage of the brief sale windows.

"The Crazy Holiday Sale is an example of how committed we are to rewarding our customers and thanking them for helping us grow in such a short time," adds Miguel Bernas, Chief Marketing Officer.

"We may be a young company, but we've already achieved great things. We expect to grow even further in 2010 as we add to our catalog of casual and social games."

About Matchmove Games

[Matchmove Games](#) is a Singapore-based games provider serving computer game enthusiasts across Southeast Asia. Matchmove Games provides gamers with an entertaining and unique venue where they can purchase or play games, make friends, virtual enemies and even take part in events with the chance to win prizes and recognition



for their skills. Their advanced game platform will offer games from numerous genres, including Casual Games, Social Games, MMOs, and Music games. Matchmove Games is the exclusive casual games provider for Yahoo! Southeast Asia.

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News Image





The DeepTrench Explains The Reason For The Holiday Season

The Recent Economic Downturn Is No Excuse To Skimp On Holiday Cheer - Free Electronic Greeting Cards Offer Alternative For Cash-Strapped Americans

The DeepTrench online greeting card service experiences record growth while the United States Postal Service and major paper greeting card manufacturers both estimate that roughly 1 million fewer greeting cards have been sent over the 2009 holiday season. Is this 11% drop in holiday cheer attributable to the downturn in the economy? Considering that the cost of a stamp is now 44 cents and the average greeting card can range in price from 50 cents to \$10; multiplied by the Greeting Card Association estimate that an average of 26 greeting cards are sent per person each holiday season, it's easy to imagine that the practice of sending holiday cheer can put a dent into an already maxed out budget.

On the other hand, there's arguably no more crucial a moment to spread as many well wishes and the hopes for prosperity to loved ones far and near. 'Tis the reason for the season, after all. Fortunately, anyone can send a batch of personalized holiday cheer for free with the help of electronic greeting card sites like deeptrench.com. And, unlike some other "free" ecard sites, DeepTrench won't pressure visitors to attach a pricey gift card from a retailer to their holiday ecard, either.

About DeepTrench.com:

DeepTrench is an established electronic greeting card service featuring the entertaining and innovative animated works of Kenneth Barnes and many other prominent artists. Whatever the occasion or sentiment, DeepTrench offers a card to match. From Christmas and Valentine's Day to Baby Showers and Birthdays, DeepTrench has both animated and basic greeting cards to help its members express their humor, joy, sympathy, love and affection instantly via email and completely free of charge.

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Air Hogs Launches SwitchBlade Rich Media Ad Game and Playswitchblade.com Website

The latest innovative toy from Air Hogs has now launched an online game for kids to play free and challenge their friends at playswitchblade.com.

(PRWEB) -- Kids can experience the latest innovative toy from Air Hogs and challenge their friends by playing the free online game at playswitchblade.com. This interactive game allows users to virtually play the Air Hogs SwitchBlade RC toy. The game is featured for a limited time on favorite kids' sites including nick.com, kabillion.com, sikids.com, disney.com and cartoonnetwork.com. Users can e-mail or IM their high score link to challenge their friends to beat their score.

SwitchBlade performs a magical in-air transformation using the latest flight technology. The incredible flyer takes off like a UFO and transforms in-air to a high- powered aircraft. It's like having 2 amazing flyers in 1. The SwitchBlade comes with an RF controller, plug-in charger, extra propellers and a built in Lipo battery for extreme power and performance. There's nothing like SwitchBlade in the Market. Hover like a UFO, fly like a Plane!

Play Air Hogs SwitchBlade online at playswitchblade.com.

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Full Sail University Congratulates Winning and Nominated Graduates at the 2009 Video Game Awards

Full Sail University (www.fullsail.edu) is proud to announce that ten graduates worked on four winning games at the 2009 Video Game Awards. The former students are graduates from three Bachelor of Science Degree Programs: Recordings Arts (RA), Computer Animation (CA), and Game Development (GD). In addition, another ten graduates worked on a total of four nominated games.

Winter Park, FL (PRWEB) December 23, 2009 -- Full Sail University (www.fullsail.edu) is proud to announce that ten graduates worked on four winning games at the 2009 Video Game Awards. The former students are graduates from three Bachelor of Science Degree Programs: [Recording Arts](#) (RA), [Computer Animation](#) (CA), and [Game Development](#) (GD). In addition, another ten graduates worked on a total of four nominated games.

The winners include:

Best Shooter:

Call of Duty:Modern Warfare 2
Chance Glasco (CA - Weapon Animator)

Best Action/Adventure:

Uncharted 2: Among Thieves
Joseph Thomas (GD - Tools Programmer)
Rodrigo Gonzalez (CA - Animator)
Justin Falgout (CA - Cinematic Animator)

Best RPG:

Dragon Age: Origins
Jonathan Logsdon (CA - QA Tester)
Clark Smith (GD - Programmer)
Michael Ramos (CA - Modeler)
Kyle Gaulin (CA - Animator)

Best Racing Game:

Forza Motorsports
David Finlay (CA - Vehicle Artist)
Mark Kilborn (RA - Sound Design)

The nominees include:

Best Music Game:



The Beatles: Rock Band

Mike Lattiak (GD - QA Tester, Wii)

Michael Helms (CA - Artist, Wii)

Band Hero

Michael Masterson (GD - QA Tester)

Alejandro Garcia-Tunon (GD - Software Engineer)

Best Shooter:

Borderlands

Joshua Davidson-RA07 (Sound Design)

Justin Miller-CA03 (QA Lead)

Mark Kilborn-RA04 (Audio Lead)

Best Platformer:

Scribblenauts

Nathan Hernandez (CA - Animator)

Best Action/Adventure:

Assassin's Creed II

Justin D. Scott-RA08 (End Credits Music)

Peter Jackson (CA - Facial Animation)

"It is always rewarding to hear about graduates working on gaming titles such as these, and to have a total of ten graduates contributing to four winning titles at the Video Game Awards is simply remarkable," said Rob Catto, Program Director for [Game Development](#). "This truly shows the hard work and dedication that our student body possesses as our current students attempt to reach the level of success that these exceptional graduates have achieved."

About Full Sail University:

Since 1979, Full Sail University, located outside of Orlando, FL, has been an innovative educational leader for those pursuing careers in the entertainment industry. With over 33,000 alumni, graduate credits include work on OSCAR®, Emmy® and GRAMMY®-winning projects, best-selling video games, and the #1 grossing U.S. concert tours. Full Sail's 191-acre campus and online education platform proudly welcomes over 8,000 students from 50 states and 57 countries.

Full Sail currently offers a total of 26 degree programs including: Associate of Science Degree in Graphic Design; Bachelor of Science Degrees offered in: Computer Animation, Digital Arts & Design, Entertainment Business, Film, Game Art, Game Design, Game Development, Graphic Design, Internet Marketing, Music Business, Recording Arts, Show Production, and Web Design & Development; Master of Science Degrees in Education Media Design & Technology, Game Design, Entertainment Business, and Internet Marketing; and Master of Fine Arts Degrees in Creative Writing and Media Design.



Full Sail was most recently named "Best Company" in the 2009 Orlando Business Journal's Reader's Choice Awards, as well as the 2008 "School/College of the Year" by the Florida Association of Postsecondary Schools and Colleges. The university has also been previously named: The Harvard of Game Schools by Tips & Tricks Magazine; one of the top three New Media Schools by Shift Magazine (alongside the Massachusetts Institute of Technology and New York University); one of the Top Five Game Degree Programs in the world by Electronic Gaming Monthly; one of the Best Music Programs in the country by Rolling Stone Magazine; one of the Best Music Business Departments in the Schools That Rock: The Rolling Stone College Guide; and one of the Best Film Programs in the country by UNleashed Magazine.

For more information about Full Sail, please visit www.fullsail.edu.

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New Mahjong Wall Game Available For iPhone / iPod touch

Mahjong Wall, a new game for the iPhone / iPod touch, is now available on the App Store. Gameplay includes building the Great Wall, changing Season tiles, Special Moves to free blocked tiles, and completing the Wall by deducing the Joker's mystery partner. Includes popup help while learning the game, awesome animation, and great sound effects that play along with your iPod music.

Fayette, AL (PRWEB) December 23, 2009 -- Russell Wilson (www.rwDiversions.com) has released Mahjong Wall, a new game app for the Apple iPhone and iPod touch based on his original Chinese tile game Mah Jongg Wall. Mahjong Wall for the iPhone and iPod touch was designed for shorter periods of cell phone play while still offering more mystery, strategy, and puzzle solving than other games in the mahjong solitaire genre. Mahjong Wall for the iPhone and iPod touch is now available on the App Store.

Mahjong Wall gameplay includes building the Great Wall by removing matching free pairs of tiles, changing Season tiles and using Special Moves to free blocked tiles, and completing the Wall by deducing the Joker's mystery partner. Mahjong Wall includes popup help while learning the game, awesome animation, and great sound effects that play along with your iPod music.

Features of Mahjong Wall for the iPhone and iPod touch include:

- 10 tile sets
- 15 Oriental background paintings
- 200 ancient proverbs from the Old Master for games won

- Unavailable tiles are dimmed
- Different highlight colors for Seasons (cyan), Dragons (orange), and other tiles (green)
- Yellow highlighting cautions you of unwise moves

- Each swipe right shows next free pair
- Each swipe left will undo previous moves
- Swipes up/down change opacity of paintings (solid colors and tinted paintings possible)

- Change tile sets and paintings during games
- Start current game over
- Current game state saved

- Sound effects play along with iPod music (Settings option)
- New games can use random tile sets and/or paintings (Settings option)
- Popup Help displays gameplay tips while you learn the game (Settings option)

Russell Wilson created the original Mah Jongg Wall as shareware for desktop computers in the late 1990's. Mah Jongg Wall received a review in GAMES magazine (June/1998); became a ZDNet Editor's Pick and ZDNet



Shareware Awards Finalist; and was published and sold as Mah Jongg Magic by COSMI/Swift in retail stores throughout the United States, Canada, and the United Kingdom.

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Note to reviewers:

You can request a Promo Code to download Mahjong Wall for free on the App Store. Please include verifiable credentials for free Promo Code.

Media Room link: http://www.rwdiversions.com/iphone_games_media/iphone_games_media.shtml

App Store Link: <http://itunes.com/apps/mahjongwall>

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100 Nazi Scalps iPhone and iPod Touch Game is Finally Launched on the Apple App Store

70 years after the start of World War II Apalon is happy to announce the launch of 100 Nazi Scalps iPhone game. 100 Nazi Scalps is an arcade styled game with unmatched graphics and sounds that allow users fully immerse into the authentic atmosphere of WW2. The iPhone game is now available for download on the Apple App Store.

(PRWEB) December 22, 2009 -- 70 years after the start of World War II Apalon is happy to announce the launch of [100 Nazi Scalps iPhone game](#). 100 Nazi Scalps is an arcade styled game with unmatched graphics and sounds that allow users fully immerse into the authentic atmosphere of WW2. The iPhone game is now available for download on the Apple App Store.

This game allows players become a brave American soldier in bloody missions of World War II. The main character and other members of his squad were sent to Paris, France, but on the way their plane crashed. Everyone, except for the sergeant, managed to escape the burning plane and hide in the woods. That is how the first mission of the game starts.

Each level has its unique missions: as a fearless Nazi slayer, players have to save the sergeant, hold the position until the squad arrives, kill Nazis or even get more scalps. The supreme test is to defeat 'The Boss' - Nazi General - and the division of ruthless soldiers. The game immerses players in that "killing Nazis" atmosphere popular these days.

The game is likely to equal record of iPhone and iPod Touch applications developed by Apalon, that repeatedly reached TOP100 overall and TOP10 of various categories.

The game features:

- 2-way-running game-play
- 5 levels, each having a mission to accomplish
- 7 unique weapons for both hands of the soldier (managed by a scrolling selector), including a knife and a bat for getting scalps.
- Kills and scalps records

"We see a great potential in applying our [iPhone development](#) talent to the creation of small but outstanding games that address burning issues. 100 Nazi Scalps got a lot of love during its production and was hardly let into the App Store" said Peter Melnikov, VP and co-founder of Apalon. "Released 70 years after the start of WW2 this brutal adventure game will definitely find a lot of fans among iPhone gaming community"

100 Nazi Slayer can be downloaded on the App Store here

<http://itunes.apple.com/us/app/100-nazi-scalps/id346427254?mt=8>

About Apalon:

Apalon is a leading game development and animation studio focused on the iPhone and iPod Touch platforms as



well as the Web. Founded as a game development arm of established and experienced software development vendor MoveYourWeb, Apalon uses advantages and knowledge of a solid company while maintaining a culture of a small boutique. For more information, please visit www.apalon.com

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Red Rocket Games' iPhone and iPod Games Free for the Holidays

Download all 4 Red Rocket Games until Jan. 1, 2010 on iTunes

Bellevue, WA (PRWEB) December 22, 2009 -- Red Rocket Games is giving away all its current iPhone and iPod touch titles for FREE through January 1, 2010 to welcome the hundreds of thousands who will be receiving iPhone or iPod Touches as gifts this holiday season. The Red Rocket Games that are being offered for free are:

- [Dark Harvest \(See video\)](#): Don't believe what you're mama told you: Veggies aren't good, they're EVIL. For centuries, a battle has raged between good and evil. Today, that struggle unfolds...in your garden. Your job: grow a vegetable ARMY of DOOM.

In this hypnotic, physics-based, match-3 game, you launch chemical orbs into a cloud overhead. Make matches to fill your chemical tank with noxious gases. Grow a new evil vegetable with each level you clear – from Anna the Banana to Lascivious Letty the Lettuce.

- [Little Runner/Doodle Jump \(See video\)](#) Little Runner is cute and determined alien. All he wants to do is run – and nothing is going to stop him. Little Runner is a little spacey, too. Blasting music in his oversized headphones, he's not paying the closest attention to all of the obstacles on the road ahead.

Help lead him on by adjusting the platforms ahead of him using your fingertips to clear the path of any pitfalls or stonewalls. Blow out fires with the swipe of a finger. Crush boulders with a simple tap. Slash bamboo poles in half. Nail wooden posts into the ground. Otherwise, let Little Runner take care of the rest.

- [Mr. Hand \(See video\)](#)

The original quirky retro-arcade 8-bit secret-agent flying-hand with a turbo-booster Rock Paper Scissors game. You play the irresistible Mr. Hand - Spy Extraordinaire - and Champion Gamer as he plays the ultimate game of chance: ROCK - PAPER - SCISSORS

Use the accelerometer to feed Mr. Hand's gambling spirit by guiding him toward hand combinations that he can beat or tie and by avoiding those that he'll lose. Each winning hand accelerates the pace at which he jumps into the next match.

- [Mevo & the Grooveriders \(See video\)](#)

Get your GROOVE ON with MEVO & The Grooveriders! MEVO lives in a world that has been conquered by silence. Your job is to help MEVO bring back the music. MEVO is a super-addictive rhythm game that plays like a Mario-style platformer. As Mevo grooves through 5 different worlds, you help him keep his beat by tapping along to the music. Win Silver, Gold and Diamond Gruv awards for successfully completing each level.

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Habbo Hotel and Facebook are Now Connected

World's Largest Teen Virtual World is Now Easily Accessible for all Facebook Users

Los Angeles, CA (PRWEB) December 22, 2009 -- Today, Habbo Hotel announced that the world's largest virtual world and community for teenagers is connected to the world's largest social network site. Through Facebook Connect, Habbo users (Habbos) can easily find their Facebook friends in Habbo Hotel and share their in-world experiences.

All 31 of Habbo Hotel's international communities are now connected to Facebook. 15 million monthly visitors to the virtual world can share their Habbo experiences on the popular social network; from checking into the Habbo Hotel, building rooms, training pets and sending gifts. Brands creating engaging in-game content will also see their campaigns extended with in-world activity into the Facebook communities of their target audience.

Habbos spend currently on average 43 minutes* per visit and through Facebook, friend feeds awareness of the virtual world is expected to grow significantly. Joining the virtual world through Facebook is incredibly easy as new users can sign up simply through the Habbo Hotel FB application. With no need to register, Facebook users have instant access to the virtual world to name, dress and style their avatar and chat with friends. Both new and old visitors to the virtual world will find it easy to connect with Facebook friends, as they will automatically show up on their Habbo friend list.

"Combining the Habbo virtual world with real-life Facebook friend networks is a very exciting step for us," says Teemu Huuhtanen, executive VP, Marketing and Business Development, Sulake Corporation and president, North America, Sulake Inc. "Facebook makes it easy to find and stay in touch with friends, while Habbo takes playful real-time interaction and meeting new people to a completely new level inside Facebook. Habbo is all about meeting friends and having fun together and the Facebook connection gives this a totally new meaning. Also brands wanting to engage with our international Habbo communities will benefit from the increased viral effect."

Habbo Hotel will also soon be connected with many other social networks and web services, including MySpace, Yahoo! and Google.

Check out your local Habbo Hotel in Facebook:

<http://apps.facebook.com/habbous/>

Habbo in Facebook press images:

Habbo FB login

Habbo frontpage in FB

Habbo room in FB

*Globally 63% of Habbos visit the site every day and on average spend 43 minutes per visit

About Habbo Hotel:



Habbo Hotel is the world's largest virtual world and community for teens. Users join by creating a fully customized online character called a Habbo. From there, they can explore many public spaces and thousands of rooms created by other users in the virtual world, play a variety of games, connect with friends, decorate their own rooms, and have fun through creativity and self expression. Currently there are Habbo communities in 31 countries on six continents. To date, over 155 million characters have been created and over 15 million unique users worldwide visit Habbo Hotel each month. Habbo Hotel is run by Sulake.

www.habbo.com

www.sulake.com

For more information, please contact:

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Online Web 2.0 Version

You can read the online version of this press release [here](#).



China-Branded 1080P mp4 Players Now Available from Wholesale Dropship Leader Ownta

A new series of mp4 players is now available from Ownta, a leading wholesale dropshipper dedicated to China-branded and created in China products. In addition to portable media players, the company offers DVD players, CCTV products, repair tools and more.

(PRWEB) December 21, 2009 -- Ownta, a leading, Hong Kong-based wholesale dropship leader dedicated to China-branded products, announces the availability of new 1080P MP4 players from its Web site, www.ownta.com. The mp4 players are just some of the newest China-created products available from the company and just a few of the more than 200 items added to the site every day.

“‘Made in China’ is a well-known label around the world. The phrase ‘Created in China,’ however, is starting to make people feel differently about products made in China. mp4 players and other China-branded products created in China are not just low priced, but are also of better quality and provide greater warranties than many similar products made elsewhere,” says Martin Cylone of Ownta.

When [shopping online](#), the quality of a product is the most important feature, and often, the cheaper the price, the better. Tags or labels stating “Imported from China” often appear on cloned or unbranded products of poor quality, which is unfair to the many good brands and products created in China. China has many branded products, but most of them only service the country’s mainland. Ownta is changing this by offering wholesale China-branded products to consumers around the world.

One product the company offers is [portable media players](#), such as mp3, mp4, mp5, mp6, MID and UMPC players. Included are media players with screens up to 7 inches in size, replete with many outstanding features, such as 1080P support, touchscreen, FM transmitter, camera, Bluetooth, TV-OUT, HDMI output, OTG and G-Sensor, among others. The memory size of portable media players offered by Ownta ranges from 1GB to 16GB, and some players can support an extended memory card up to 32GB. No doubt, these branded players, including players from ONDA, TECLAST, NEWSMY, RAMOS, CHUWI, GEMEI and so on, can provide better quality and warranty than many players created elsewhere. The prices are also very reasonable, with most around \$100 to \$150.

Of course, China produces more than branded mp4 players. Ownta features many other China-branded products, including [car DVD players](#), [CCTV products](#) and [repairing tools](#). All these products have two common advantages: low cost and high quality.

“Our goal is to be an online Walmart. Like Walmart, we also provide an ‘always lowest price’ promise to customers,” says Franklin Jin, sales manager at Ownta.

Walmart’s online store is very successful, and the biggest online store, Amazon.com, is even more so. However, Ownta has a strategy in place to rival these sites.

“Ownta’s free shipping service, a fast express shipping service, a best price guarantee, a best service guarantee



and a no hassle return and refund policy are all in place to help users receive a great shopping experience, on top of our high quality products and great prices,” Jin says.

Ownta uses HongKong Registered Airmail for worldwide free shipping. Every order comes with a tracking number that can be tracked online. The company also offers competitive shipping rates for express shipping, usually taking about three to five business days to deliver worldwide. There is also an online chat service to help users resolve problems in the quickest time possible.

For more information about Ownta, the line of new mp4 players now available on the site, or to check [new arrivals](#), visit [ownta.com](#).

About Ownta.com

Ownta.com has served the global online retailing market since its inception in 2005 and began its online business in 2008. The business commenced in HongKong. Its company registerant is OWN GROUP LIMITED, providing wholesale and dropshipping service for electronics, car accessories, home and garden products and more. Ownta.com also provides discounted dropshipping prices for all products, not only wholesale, and also helps to ship; dropshippers just need to do the marketing.

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Online Web 2.0 Version

You can read the online version of this press release [here](#).

Donate Games Charity Connects Communities Worldwide

Industry Professionals, Gaming Enthusiasts and Families Unite Through New-Found Rallying Point

Aliso Viejo, Calif. (PRWEB) December 21, 2009 -- Struggling on your own with a rare disease can be an isolating experience – just ask Jennifer Nelson, whose son suffers from hereditary sensory and autonomic neuropathy type 2, an unusual neurological disorder that frequently necessitates limb amputation as the condition advances. She is one of the millions of Americans affected by orphan diseases and one of the hundreds of people worldwide who have been brought together by Donate Games.

Donate Games is a new charity dedicated to funding research and support for those affected by rare and neglected diseases through the collection and resale of new and used video game donations. Since its founding in February, Donate Games has already connected industry professionals, gaming enthusiasts and families like the Nelsons, forging a new support network and sense of global community.

“As the parent of a kid with a rare disorder, I need other parents’ support and that’s where Donate Games has the power to change lives, by connecting families of kids with rare disorders to one another to share our fears, our hopes and our dreams,” said Nelson. “I am grateful for the willingness of Donate Games to go where no other organization has to help people like me.”

The gaming charity has also played a role in rallying the worldwide community of players of the “City of Heroes” massively-multiplayer online (MMO) game. Joel and Karen Garcia, a gaming couple and two dedicated “City of Heroes” community leaders, are running an MMO-themed donation drive at www.RealWorldhero.com for gaming-oriented charities now through Jan. 1, 2010. Donate Games was selected as one of the benefiting organizations through co-founder Karen Garcia’s personal experience with a gaming friend, named Stephen, who died recently from two rare forms of cancer.

“Our launch date for RealWorldHero.com turned out to be the same day we buried Stephen, which was heartbreaking,” said Garcia. “But I know that he would have been excited about people getting involved. We are very proud to have Donate Games as one of our charities on RealWorldHero.com.”

Donate Games has also drawn the attention of Canadian interactive software publisher Meridian4, which recently contributed 750 pounds of its boxed titles for resale through Donate Games.

“The three directors at Meridian4 all have children and we know how devastating it would be if they were afflicted with a debilitating or fatal disease,” said Steve Milburn, director of marketing at Meridian4. “This is a terrific idea and we hope that other gaming companies and gamers will get involved.”

To join this rapidly-growing community committed to saving lives, one video game at a time, visit www.DonateGames.org.



To become a fan of DonateGames.org on Facebook, go to
<http://www.facebook.com/pages/DonateGamesorg/112805304252>.

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You can read the online version of this press release [here](#).

News Image





MEHTA Group Announces Florida's First Digital Media Incubator Focused on 3D Interactive Games and Simulation to be Located in Winter Park

MEHTA Group is creating Florida's first Digital Media Incubator focused on 3D Interactive Technology Companies in Winter Park, Florida across from Full Sail University in collaboration with the City of Winter Park, Orange County Government, Metro Orlando EDC and Digital Media Alliance Florida.

Winter Park, FL (PRWEB) December 21, 2009 -- MEHTA Group will officially convert their 30,000 square foot office building, located across the street from Full Sail University near the corner of University Blvd and Semoran Blvd (S.R.436), into Florida's first Digital Media Incubator focused on 3D Interactive technology sector. The industry cluster-centric MEHTA Incubator and "Cooperative" will focus on the 3D Interactive technology sector and house 3D technology innovators, content creators, game developers, simulation companies, animation studios and other 3D interactive sector leaders.

MEHTA Group is the parent company of Helios Interactive which recently launched GameCore 2.0, the newest release of their 3D game creation toolset, at the June 30th DMAF Digital Media Seminar hosted by Full Sail University. "Since our GameCore 2.0 product launch event, we've received a lot of interest from companies and individuals who wanted to locate near us to have easier access to our technology, knowledge and support," said Ravé Mehta, CEO of Helios Interactive and Managing Director of MEHTA Group.

In 2007, the 3D Interactive sector was quantified to be a \$67 billion marketplace worldwide, which includes Games, Modeling and Simulation, Medical Simulation and Corporate Training sectors. However, with new technologies such as GameCore and their ability to now stream 3D content through the Internet directly into your web browser, the 3D Interactive market is projected to be significantly larger.

"This is a positive step in Metro Orlando's goal of 'world domination' in the digital media industry," says Ray Gilley, President & CEO of the Metro Orlando Economic Development Commission (EDC).

Current 3D Interactive company occupants in the MEHTA Incubator include Helios Interactive (game development studio and the creators of GameCore); MEHTA Interactive (3D visualization and simulation division of MEHTA Group); IMI Labs (3D virtual world developers); ZeeGee Games (Game Developers), Digital Media Alliance Florida (the State's Digital Media industry association) and numerous others currently under evaluation.

"With the executive director of Digital Media Alliance Florida, the chairman of Florida's Digital Media Banner Center Industry Advisory Council, the chairman of the International Game Developers Association's Orlando chapter, and other digital media and 3D interactive leaders in one location, the MEHTA Incubator is already drawing interest from a new crop of progressive 3D Interactive companies that want to locate in Winter Park," said Winter Park Mayor Ken Bradley.

MEHTA's non-traditional Incubator is based upon an Industry Cluster "Co-op" strategy
Where traditional incubators focus on recruiting early-stage companies in broad economic sectors such as



‘technology’ and furnishing them with a host of start-up training services, MEHTA is developing a new incubation model centered around an industry cluster “cooperative”, where companies at early and mature stages, within a specific industry sub-sector such as 3D Interactive technology, can co-locate in the same building to benefit from each other’s interaction, industry knowledge and experience, while bringing together professional and social environments for like-minded entrepreneurs and developers who tend to work 12-16 hour days when it’s not crunch time. In addition to accounting, legal, financing and other traditional start-up services, MEHTA has recruited massage therapists, yoga instructors, and personal trainers into the building to help developers keep their mind, body and spirit balanced to help them get through those high-stressed deadlines.

“We’re excited to be part of the MEHTA Incubator partnership because the 3D Interactive industry cluster represents a huge opportunity for Florida that can lead to the creation of high valued jobs in both entrepreneurial and established companies, and it’s happening organically, driven solely by the needs of industry.” said Jud French, Executive Director of Digital Media Alliance Florida (DMAF), the state’s leading digital media industry association. “This initiative directly advances a primary DMAF mission objective to facilitate collaboration and partnerships that strengthen the digital media industry and its workforce for global competition.”

The MEHTA Digital Media 3D Interactive incubator is located at 1 Purlieu Place in Winter Park, near the corner of University and Semoran boulevards, in close proximity to three major educational and research institutions: Full Sail University, University of Central Florida and Rollins College.

“Being in close quarters to Full Sail University, UCF and Rollins College, the MEHTA Incubator is an ideal location for us to recruit, develop and hire new talent,” said newest tenant Dustin Clingman, CEO of IMI Labs and Chairman of International Game Developer’s Association (Orlando Chapter).

Companies or organizations interested in leasing space may express interest to MEHTA Group at leasing@mehtaeng.com or call the MEHTA office at 407.657.6662. All applicants are evaluated on a variety of criteria to help maintain the right tenant mix and culture to foster innovation, exchange and economic growth.

About MEHTA Group

MEHTA Group is a 30-year family office and holding company headquartered in Winter Park, Florida with offices across the State of Florida and in New York City. Anchored by its founding engineering and construction management firm, MEHTA is recognized as a leader in transportation infrastructure, having designed and managed a portfolio of high-profile, national and international award-winning public work projects totaling over \$10 billion in construction for roads, bridges, airports and other transportation related initiatives. MEHTA has since diversified into technology, media and entertainment with a strong focus on investment in unique 3D interactive technology companies. For more information, please visit www.mehtaeng.com.

About Digital Media Alliance Florida (DMAF)

DMAF is Florida’s statewide non-profit industry association headquartered in Winter Park. Now entering its seventh year of operation, DMAF connects and promotes Florida's Digital and Interactive Media, Arts & Entertainment companies, institutions and professionals, and helps ensure the availability of a world-class workforce and resources for global competition. Its mission is to provide for continuing industry growth, development and worldwide recognition through partnering, education, communication, focus, promotion and



advocacy. DMAF is a founding partner of the Employ Florida Banner Center for Digital Media (www.DigitalMediaBannerCenter.com), and a founding executive member of the Florida Alliance of Media and Entertainment (FAME). For more information, please visit www.DMAFlorida.org.

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Online Web 2.0 VersionYou can read the online version of this press release [here](#).



Alawar Entertainment's Vacation Mogul Available Now for PC

Build Your Resort, Solve Mysteries and Learn the Tourism Trade in this New Real Estate Management Game

Alexandria, VA (PRWEB) December 20, 2009 -- Take a trip to your uncle's tropical islands this holiday season, as Alawar Entertainment, one of the world's leading publishers of casual games, launches the latest addition to its widely popular building simulation series, "Vacation Mogul." This engaging real estate management game is available for download immediately at <http://www.alawar.com/game/vacation-mogul/> and is sure to draw in gaming sightseers and veteran players alike for the price of only \$9.95.

In "Vacation Mogul," your rich uncle has died and left everything to you and your sister. You immediately take possession of his estate and businesses, only to discover your sister missing and your uncle's lawyer has stolen her part of the inheritance. Become one of the rich and powerful as you expertly buy and sell land, turn bungalows into ritzy hotels and erect specialty shops and other attractions to lure in tourists. Only by building your beach-front empire can you earn enough money to buy back your sister's bequest and solve the mystery of her disappearance.

Key features include:

- 38 challenging and engaging levels on five idyllic islands
- 16 different building types, including karaoke bars and catamaran rentals, to draw in clients and rake in the cash!
- Over a dozen bonuses and mini-games to further your quest for clues
- Eye-popping graphics to sweep you into the seaside real estate management experience

"Vacation Mogul" is currently available exclusively at www.alawar.com and will launch on other major download portals, including Big Fish Games, RealNetworks, Boonty and PlayFirst®, in January 2010.

Purchase and download the full version - <http://www.alawar.com/game/vacation-mogul/download/>

Download the trial version - <http://www.alawar.com/game/vacation-mogul/download/>

Follow Alawar on Twitter - <http://twitter.com/alawargames>

About Alawar Entertainment: Alawar Entertainment has specialized in the development, publication and distribution of casual games since 1999. The company has published more than 200 titles worldwide and is the largest provider of casual games in Eastern Europe. Today, Alawar works with five internal studios and more than 30 external developers, providing a full range of services that includes game production, distribution and marketing, distributing its releases via its broad network of Web sites. In addition to distributing games online, Alawar works with CD publishers in more than 20 countries. Visit www.alawar.com for more information.

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You can read the online version of this press release [here](#).



Alganon Trial Server System Now Available for All to Play

Quest Online's new MMOG Alganon now has a live Trial Server System available to all gamers.

Chandler, AZ (PRWEB) December 20, 2009 -- The Alganon Trial Server System is now available for all gamers to experience.

Quest Online announces the launch of the Alganon Trial Server System today giving all gamers a chance to play. Defined by many as a "sleeper hit", Alganon has been working its way into the market as well as the minds of MMO players since its Soft Launch on December 1, 2009. Created by one of the only independent MMOG studios in North America, Alganon stands as one of the first viable alternatives in the current fantasy MMOG market. Alganon features a fresh new IP as well as state of the art gameplay and technology. Alganon introduces an all-new and ever-growing persistent fantasy world for gamers everywhere to experience and explore.

"We've worked hard to remove the barriers that would keep players from experiencing Alganon. With the Trial Server System anyone can experience Alganon anytime. To begin their trial all players need to do is go to <http://www.alganon.com/trial> and click on the 'Try Now' button," said David Allen, President and co-founder of QOL. "The Trial Server System was designed to give players the freedom of experiencing what Alganon has to offer before they decide to join the world as a subscriber."

Alganon offers a number of unique features in the fantasy-based MMOG genre. The Library system is an online repository of information available to all players and is accessible within the game, allowing the lookup of quests, NPCs, items, creatures, loot tables, resources, tradeskills, and more. The Studies system is a real-time character support progression system where players are rewarded for subscribing, not just playing. In addition to these features, Alganon offers unique, new and rich content, amazing immersion within a vibrant beautiful world, challenging quests, great community, and participation in world-changing events.

David continued, "Alganon offers an experience gamers have been asking for, an alternative to the already-established MMOGs on the market based on a grand world where the Gods define what is to come. Those who play Alganon quickly realize they are part of something much larger than simply 'choosing a side'. This is the game we want to play and we couldn't be more excited about the growth of our player base."

Alganon (<http://www.alganon.com>) is an upcoming fantasy-based MMORPG that allows thousands of people to play together in a virtual world that features a rich history dominated by commanding deities, powerful weapons and armor, deadly magic, epic quests, ancient places to discover, the utilization of detailed tradeskills, and more. Designed from scratch and based in a uniquely created world, the initial goal in designing Alganon is to provide 'Fun game play with unlimited growth in a massive world of immersion and interaction'. Alganon has more than two years of expansions and feature enhancements planned for its players, including new races, classes, and domains. Large scale-combat, deity patronage, and crusades are just a few of the upcoming features players can begin to prepare for as they utilize the powerful real-time study system to define their character's future goals.

About Quest Online, Inc.

Founded in early 2006, Quest Online, LLC (<http://www.qol.com>) is a privately held corporation focused on the



creation of next generation online games.

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Online Web 2.0 Version

You can read the online version of this press release [here](#).



The Lord of the Rings Online™: Siege of Mirkwood™ Now Available on WildTangent

WildTangent, the leading online game publisher and largest vertical ad network, today announced it has added The Lord of the Rings Online™ (LOTRO), including its latest expansion titled Siege of Mirkwood™, to its growing catalog of massively multiplayer online games (MMOs) and downloadable games. The partnership offers WildTangent customers one-click access to Turbine's award-winning MMO.

Redmond, Wash. (PRWEB) December 18, 2009 -- WildTangent, the leading online game publisher and largest vertical ad network, today announced it has added The Lord of the Rings Online™ (LOTRO), including its latest expansion titled Siege of Mirkwood™, to its growing catalog of massively multiplayer online games (MMOs) and [downloadable games](#). The partnership offers WildTangent customers one-click access to Turbine's award-winning MMO.

Siege of Mirkwood expands the online world of Middle-earth where players join forces to press further eastward into the dark, foreboding and treacherous forest of Mirkwood and take part in the epic conclusion to Volume II of The Lord of the Rings Online.

"Since the launch of our WildTangent ORB game console in March, we have been laser focused on bolstering our lineup of enthusiast and MMO content to meet the demands of our broadening and growing customer base," said David Worle, senior director of publishing at WildTangent. "We are excited to partner with Turbine to offer The Lord of the Rings Online to our customers and expect it will be very popular among a broad swath of our user base."

"WildTangent is a well known, popular game destination site that has unmatched distribution through its partnership with computer manufacturers," said Nate Jones, vice president of corporate and business development at Turbine. "By partnering with WildTangent, we get great access to a broad demographic of game players who may have not yet been exposed to The Lord of the Rings Online. We're already seeing a positive impact on our business."

The Lord of the Rings Online is an award-winning MMORPG that delivers an interactive experience brimming with life and filled with the familiar people, places and monsters from the most beloved fantasy adventure of all time. From the picturesque surroundings of the Shire to Moria, the great underground realm to the menace of Mirkwood, players will experience the world of Middle-earth as never before. For more information, visit <http://www.lotro.com>.

About WildTangent

Founded in 1998, WildTangent is a global games media company operating the fastest growing [online games](#) service and the largest game advertising network in the world. WildTangent has more than 40 million unique monthly gamers worldwide, offering the most popular online and downloadable games from the world's top developers and publishers.



The WildTangent ORB™ game console has been selected by leading PC manufacturers including Acer, Dell, HP, Lenovo and Toshiba to ship with new computers, giving it a huge global footprint of connected game playing consumers.

WildTangent advertisers include 20th Century FOX, Warner Brothers, Paramount, EA, Sony Playstation, Nintendo, Toyota, Honda, P&G, Unilever, Clorox and many others.

For more information visit www.wildtangent.com or www.wildgames.com.

About Turbine

Turbine, Inc. is the premier creator and operator of massive, persistent online worlds that foster powerful social gaming communities. Turbine is one of the largest privately-held online gaming studios in North America and has created some of the world's most popular and award-winning online games, including The Lord of the Rings Online™, Dungeons & Dragons Online™ and Asheron's Call®. For more information on Turbine, its products and services please visit www.turbine.com.

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Online Web 2.0 Version

You can read the online version of this press release [here](#).



Javaground's Xpressed Releases The Inferno Mobile Game on iPhone and Android

After the successful launch of UniWar™ earlier this year, Javaground is releasing its second major mobile game called "The Inferno" for the iPhone and Android platforms with all other major mobile platforms to follow.

Irvine, CA (PRWEB) December 18, 2009 -- Javaground's publishing arm Xpressed announced today the release of its much anticipated mobile game called "The Inferno". The game is a puzzler action-adventure game with a story inspired by the Divine Comedy from Italian poet Dante Alighieri. It contains 121 levels organized in five distinct circles for hours of fun. There are two distinct endings to the game based on whether the player finishes the game in less than four hours or not. A free version with in-app purchase of additional levels is also available to increase awareness of the game.

The game was developed entirely using the Javaground [Xpress Suite™](#) which enabled the automatic creation of an Android port (Droid phone) similar in quality to the iPhone. It will be ported in the next few weeks on all the other platforms (J2ME, Brew, Windows Mobile, BlackBerry, ...) with the [Xpress Suite™](#).

"We are proud to release our second major title on mobile platforms and hope it will do as well as our first title [UniWar](#). This new game demonstrates again our capability to self-publish high-quality games. It is also a testament to our efficient cross-platform technology that enables the quick deployment of mobile apps on a multitude of platforms," said Alex Kral, CEO and co-founder of Javaground.

The Inferno is downloadable from this [link on iTunes](#).

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You can read the online version of this press release [here](#).



Creople iPhone Jingle Contest Secures Sponsorship Prizes from m3 girl designs

Creople (creature + people), a hilariously funny iPhone and iPod Touch drawing app, has launched an exciting celebrity-judged Creople Jingle Contest sponsored in part by m3 girl designs!

(PRWEB) December 18, 2009 -- This winter, [Creople®, a fun social iPhone and iPod Touch drawing application](#), has launched an exciting celebrity-judged Creople Jingle Contest, sponsored in part by m3 girl designs. The Contest is designed to encourage eligible U.S. children grades K-12 to use their musical creativity to create a 30 second jingle that best represents the Creople iPhone app. Parents/guardians of entrants must register on the official Creople Web site: <http://www.creopleworld.com>. Celebrity judges include AMA-nominated singer, [Crystal Waters](#), of famed 90's pop music hit "Gypsy Woman (She's Homeless)"; New York Philharmonic musician, Sheryl Stapes along side musicians, Charles Lachman and Kelly McCabe. Judges' bios, Official Contest Rules, and additional information can also be found on Creople's Web site.

Creople is thrilled to announce we have secured sponsorship prizes from m3 girl designs! Along with the Grand Prize winner receiving \$1,000.00, he or she will ALSO receive a SNAP CAP® gift package generously donated by m3 girl designs. The 2nd Prize winner and 3 Runner-Ups will also receive SNAP CAP® gifts prizes. The contest has been extended to Dec. 31st! So HURRY and get your kids prepared to see if they really got talent! We wish everyone lots of luck in the contest!

About m3 girl designs

From an idea to decorate her fifth grade locker with colorful and creative magnets, Maddie's Bradshaw's ingenuity led to the creation of interchangeable bottle cap necklaces. With her sister Margot and their mom, in just under three years' time, SNAP CAPS® has evolved from a simple hobby into a million dollar national business. m3 girl designs has been featured on national television program Inside Edition, nationally syndicated talk show THE VIEW and listed on INC Magazine's Annual 30 under 30 list. For more information, please visit www.m3girldesigns.com and www.bromley-group.com.

Creople Background

The Creople iPhone and iPod Touch drawing app originated from a paper version being played by our children. They were having so much fun and laughing like crazy. They explained the game step by step, which then led to the creation of "Creople (creature + people)". Creople is now available for \$1.99 at the App Store! Be a Creople Fan: [Facebook.com/creople](https://www.facebook.com/creople).

About 2cre8

2cre8 LLC is a New Jersey-based company that specializes in interactive and online strategic creative design, user experience flow and social media marketing. 2cre8 has partnered with [SignalFive LLC](#), a New York-based firm, to develop and co-market the Creople iPhone drawing application.

Creople and Creople logo are registered trademarks of 2cre8 LLC.



All other company and product names may be trademarks of the respective companies with which they are associated.

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You can read the online version of this press release [here](#).



TUNEWEAR Releases GameHandle for iPhone 3GS/3G and iPod touch 2G

TUNEWEAR™ (www.tunewear.com) announced today that it is now shipping GameHandle compatible with iPhone 3GS/3G and iPod touch 2G. GameHandle gives gamers a better grip on iPhone or iPod touch when playing action and racing games. Game players can take their mind off the grip and put it into the game.

Silicon Valley, CA (PRWEB) December 18, 2009 -- **TUNEWEAR™** (www.tunewear.com) announced today that it is now shipping GameHandle compatible with iPhone 3GS/3G and iPod touch 2G. GameHandle gives gamers a better grip on iPhone or iPod touch when playing action and racing games. Game players can take their mind off the grip and put it into the game.

GameHandle for iPhone 3GS/3G and iPod touch 2G

GameHandle allows for a better grip on iPhone 3GS/3G or iPod touch 2G when playing action and racing games. Now gamers can focus all of their attention where it belongs—on the game. GameHandle gives game players more control and a better gaming experience.

GameHandle helps gamers to reach new game levels and new high scores and makes it feel like they are playing games with their old favorite game controller.

The high quality rubber coating on the surface is comfortable and feels great to the touch. No hand slipping when gamers are deep in the action.

An internal sound cavity system resonates the sound from iPhone or iPod speakers inside the GameHandle body and outputs the sound through vents on the back for an overall improved audio experience.

Web page

<http://tunewear.com/gamehandle/>

What's included

GameHandle
iPhone 3GS/3G adapter frame
iPod touch 2G adapter frame

Specifications

Size: 151(W) x 122(H) x 49(D)mm
Weight: approximately 80g (including adapter frame)

Compatibility

iPhone 3GS/3G



iPod touch 2G

Pricing and Availability

GameHandle (\$19.95) is now shipping and is available for purchase at the TUNEWEAR online store (<http://store.tunewear.com/>). Please contact [worldwideinfo\(at\)tunewear\(dot\)com](mailto:worldwideinfo@tunewear.com) for more details.

About TUNEWEAR

Since 2003, TUNEWEAR has been making functional and stylish iPhone and iPod cases and accessories. With offices in Japan, Hong Kong, and California, TUNEWEAR designs are inspired by all of the places that we live and work. For more information, visit www.tunewear.com

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You can read the online version of this press release [here](#).

News Image





Gold Sellers: Buying Gold, Kinahs, PL and Accounts is Not a Nightmare Anymore! Find Reliable And Cheap Vendors With Mmoops.com

30% Of Gamers Buy Virtual Goods Online for Christmas: Gamers Finally Got Their Reference To Safely Buy Virtual Currency.

(PRWEB) December 18, 2009 -- Even in the mist of a gloomy economic situation the Real Money Trade (RMT) Business is still going strong. The market is growing fast and without control. It requires a lot of vigilance not to get scammed with Christmas purchases.

Mmoops.com launched a price comparison website for online currency, powerleveling and accounts sales to help visitors compare vendors and find the right one. Visitors can read reviews for more than 100 different sellers per game or vendor, compare prices and consult customers feedbacks.

Almost one-third of on-line games players are interested in purchasing currency like Gold, Adena, Gil, Kamas, Credits, Kinah, Silvers, Platinum and so on.

Most people who bought virtual goods online will agree on one thing: Real Money Trading is a wild and lawless market, filled with poor business practices. There is no authority to complain to, or person to sue if you are being scammed. There is huge lack of information about the vendors, which force buyers to make blindfolded Gold purchases and hope for the best.

"When I'm buying gold online, I feel like a criminal. What is so wrong about buying virtual goods? Thank you for giving me a safe place to compare prices and vendors." said John Hills, a visitor.

The web is saturated with people reporting frauds and undelivered goods, as well as failed refund requests. Mmoops.com is dedicated to making it safer, monitoring every forums, fansites and blog, selecting valuable complaints and reviews.

"With Mmoops.com becoming a reference, websites scamming players will have to be extremely creative. The more people will join their community, the more feedback they will provide and the less opportunities there will be for thieves.", said Jennings, a secondary markets expert and MMO Designer.

Mmoops.com compares gold sellers like IGE, IGXE, Offgamers, Guy4game, Swagvault or Mogs but also outsiders like Gamegoody, Mmokings, Mmoga, Goodsgarden or Epictoon.

According to one of Mmoops.com founders Peter, their final goal is to act as a sort of regulation authority to promote reliable transactions.

"People won't stop buying Gold or Kinah just because they are getting scammed by malevolent websites. Some people are working hard and value the quality time they spend with their families and friends. They prefer spending a few dollars and play their game without having to give up on their social life and their career. There is a blatant need for regulation. Thousands of people will get scammed for Christmas. Hopefully, Mmoops was



created to fill this need."

About Mmoops.com:

Mmoops was launched in September 2009. The website is growing quickly. Managed by a team of European and American RMT veterans, the website is already featuring more than 450 vendors, over 1,000,000 prices, 89 games, over 1800 servers and over 50 currency including Kinah, Gold, Adena, Gil, Credits and Platinum.

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You can read the online version of this press release [here](#).



Where's Waldo?™ Celebrating Two Major Milestones

Iconic World Traveler Where's Waldo? Hits 50 Million Books Sales Mark and attains the #1 Overall App for iPhone and iPod touch

New York, NY (PRWEB) December 18, 2009 -- Candlewick Press and Classic Media, a global media company with a portfolio of some of the world's leading kids and family brands, today announced that pop culture icon, Where's Waldo?™, reached two major milestones this week in two different mediums. The Where's Waldo? book series has now sold an incredible 50 million copies worldwide and the Where's Waldo?® The Fantastic Journey game for iPhone™ and iPod® touch reached the coveted #1 position in overall applications on the App Store (U.S. and Canada). The game, created by interactive entertainment company, Ludia Inc., reached #1 App within 48 hours of launch on December 9th, and continues to be in the Top 10 and #1 in Games.

Since its first publication in 1987, Where's Waldo? has become an international phenomenon, with the books being sold in over 30 countries and 25 languages, including Egyptian, Korean and Hebrew. The exciting search-and-find essence the books brought to Waldo Watchers worldwide has now been translated for Waldo's increasingly mobile fans with the game popping up in the App Store on iPhone and iPod touch.

About Where's Waldo?

Created by Martin Handford and first published in 1987, Where's Waldo? is one of the most recognizable characters in the world and a pop culture icon. A global publishing phenomenon with 50 million books sold worldwide, the successful series is published in over 50 countries and has been translated into more than 25 languages. JOIN THE SEARCH! as the ultimate world traveler graduates beyond books and gets his digital passport. Online, in-store, or at events--who knows where Waldo will be spotted next? Spot Waldo online at FindWaldo.com.

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News Image





“GALA 2010: The Language of Business. The Business of Language.” to be Held in May in Prague

The Globalization and Localization Association will present its second annual conference on localization, language and global content delivery 10-12 May 2010 in Prague. GALA seeks creative, fresh, and dynamic session proposals.

Seattle, Washington, USA (PRWEB) December 18, 2009 -- Building off the momentum of its first-ever conference in September, the Globalization and Localization Association has announced “GALA 2010: The language of business. The business of language.” will be held 10 – 12 May 2010 at the Intercontinental Praha in Prague.

GALA 2010 will bring together suppliers, technology providers and consumers of translation and localization services to collectively share, discuss and debate the latest technologies and advancements in localization, language and global content delivery. Like the GALA 2009 event, the setting will offer a professionally pleasant atmosphere for conducting business.

The GALA 2010 theme, The Global Community: Capturing Customers Worldwide, reflects the work shared by our members and their customers in communicating global content locally. The conference will include practical information on building a global content strategy to serve local customers worldwide as well as relevant ideas for helping language service providers build their businesses. The program in development will feature presentations, discussion and debates on localization, language and global content delivery.

“Our substantial positive feedback from our first conference in September, focused on the rich content and the professionalism of the event,” said Jim Hollan, executive director of GALA. “In 2010 we will create an equally intriguing atmosphere and will add some new elements, such as speed learning and even higher-value networking.”

“The GALA conferences are not the same old, same old. At GALA 2010 we will have attendees and speakers who typically are not seen at industry events. We are building something new, and we invite everyone in our sector to join us,” said Kim Harris, past and upcoming board member as well as chair of the GALA 2010 program committee.

GALA 2010 has an open call for papers for the conference, which can be downloaded from the conference website. Session proposals are due 10 January 2010.

For more information on “GALA 2010: The Language of Business. The Business of Language.”, please visit www.language-of-business.org.

About GALA

GALA is an international non-profit association that promotes translation services, language technology and language management solutions. The member companies worldwide include translation companies, localization service providers, globalization consultants, internationalization specialists and technology developers. GALA



companies share a commitment to quality, service, and innovation in helping clients reach global markets. For more information about GALA visit www.gala-global.org.

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You can read the online version of this press release [here](#).



Greystripe Extends Over Five Hundred Online Advertising Campaigns Direct to iPhone In First Six Months Thanks to Partnership with Tribal Fusion

Newest form of Web to mobile advertising has made it easy for media buyers to reach both mediums

San Francisco, Calif. (PRWEB) December 17, 2009 -- Greystripe, the leading mobile brand-advertising network, today announced metrics around their partnership with Tribal Fusion, including the extension of over five hundred online campaigns to mobile in the past six months. The partnership with Greystripe offers Tribal Fusion's wide advertiser base an easy way to access the proven performance of rich media iPhone ad deployment with higher CPM and clickthrough rates than static ads.

"We've connected a record number of online ad campaigns direct to the iPhone which is a major game-changer in terms of brand exposure on the mobile medium," said Greystripe CEO Michael Chang.

How it works:

Advertisers that run campaigns with Tribal Fusion can simply choose to extend their campaign to mobile. Unlike other mobile ad networks, Greystripe supports advertisements that adhere to IAB specifications and standards, allowing Tribal Fusion Mobile advertisers to use the same flash creative for their online and mobile campaign. Greystripe takes Flash ads and transcodes them using their award winning technology so the ad is compatible on the iPhone. With this process, advertisers are seeing 10-20x higher performance with the mobile ad compared to the same online campaigns, with average CTRs well above 1%.

"MoGo Marketing & Media has experienced great success on behalf of our client, the California Academy of Sciences," said Lisa Kearney, Interactive Supervisor at MoGo Marketing & Media. "We were so pleased with the results that we renewed our test campaign and have added additional ones as well."

Greystripe is currently rolling out its web-to-mobile solutions for brands and agencies across the United States. To learn more or see a demo, please contact web2mobile@greystripe.com.

About Greystripe

Greystripe is the rich media mobile advertising network. Greystripe's product suite enables brand advertisers to communicate their brand message with a unique mobile audience, developers to gain advertising revenue by serving ads through their games, and consumers to play high-quality games for free.

Greystripe's in-game advertising system is protected by a broad array of patents pending and currently serves ads into more than 1,000 game titles supporting over 1,400 handset models. Greystripe reaches millions of mobile game players by powering over 180 Catalog distribution partners, through its online portal GameJump.com, on the mobile Web at www.gamejump.com, and through the iPhone App Store.

Greystripe was named the E-Tech CTIA award winner for the Mobile Marketing/Mobile Advertising category in



2009, AlwaysOn OnMedia 100 winner in 2009, AlwaysOn Global 100 winner in 2008, Red Herring Global 100 winner in 2007 and the Under the Radar Best in Show: Mobility winner in 2006.

About Tribal Fusion

Tribal Fusion is a digital marketing solutions company that drives superior results at all levels of the buying funnel. Our company is built around dedicated vertical teams that leverage their industry-specific knowledge of "what works" to create fully customized advertising solutions to help companies capitalize on opportunities at every level of the consumer decision process. From custom "brand channels" to increase awareness to vertical-specific targeting tools to drive immediate purchase, Tribal Fusion offers better solutions that drive greater results.

Tribal Fusion® is owned by Exponential Interactive, Inc. – a technology-driven media services company that delivers innovative products and services to meet the demands of advertisers and publishers. Additional information is available at www.tribalfusion.com and www.exponential.com.

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MAXON CINEMA 4D Takes Blu-ray Star Trek Out of This World

Advanced Capabilities of CINEMA 4D with BodyPaint 3D Enables VFX Artist Max Gabl to Digitally Recreate Original Matte Paintings in Stunning High Definition for Star Trek: The Original Series Re-mastered

Newbury Park, Calif. (Vocus) December 17, 2009 – [MAXON Computer](#), a leading developer of professional 3D modeling, painting, animation, and rendering solutions, today announced that the advanced 3D matte painting and texturing capabilities of MAXON's [CINEMA 4D](#) were used to recreate backgrounds in high definition for release of the original Star Trek television series on Blu-ray Disc. Relying primarily on CINEMA 4D's BodyPaint 3D texturing capabilities, acclaimed matte painter Max Gabl worked closely with CBS Digital over the course of nearly two years to restore and update visual effects for the legendary '60s series. Seasons 1 and 2 of Star Trek: The Original Series Re-mastered (Star Trek TOS-R) were released by CBS/Paramount Home Entertainment earlier this year; Season 3 went on sale December 15th.

Working under the direction of Star Trek: The Next Generation art director Michael Okuda, longtime Star Trek producer Dave Rossi, and visual effects supervisor Neil Wray, Gabl was tasked with elevating production values across all 54 episodes, which contain many original shots that were filmed with very simple lighting setups and hastily painted and poorly lit backdrops. Gabl deployed BodyPaint 3D as a core software application to bring the look of backgrounds up to present-day high-definition standards, recreating 33 establishing shots and scene extensions, as well as 47 planets and several paintings of nebulae and other planetary system objects.

A key creative challenge was the complete lack of data crucial for visual effects content creation, such as camera type and focal lens that are used to match the virtual camera to the scene. "I quickly realized that successfully bringing elements such as matte paintings of planetary objects from the original series into an HD format and maintaining the visual integrity of the iconic television series would necessitate a 3D software solution that offers stability and customization," Gabl said. "CINEMA 4D with BodyPaint 3D is the ideal solution for matte and texture painters. It offers numerous workflow advantages that are key to maintaining high production standards on a long-term project of this magnitude, and the interface is well designed, stable and extremely easy to use and customize."

Gabl, whose credits include Stealth, Flags Of Our Fathers, Racing Stripes, and Pushing Daisies (see www.maxgabl.com/Content/Matte_Paintings.html), created many of the matte paintings of the buildings and planets from scratch (3D model to final render) directly in CINEMA 4D. He also worked in some cases with models built by other artists at CBS Digital, which he imported into the application to light, texture, and render. Some of the paintings were completely new overview shots while others were crafted around original Star Trek footage, with subtle enhancements blended into existing images.

CINEMA 4D's modular design was a major factor in Gabl's ability to complete the project efficiently. "Being able to select the modules I needed as I needed them kept the interface uncluttered, lending itself to a fast workflow," he said. "The Projection Man feature was especially handy, affording quick setup of camera

projections while allowing me to look directly at the textured 3D object when touching up textures and seams in painting mode. Virtual set creation is uncomplicated, allowing me to switch back and forth between modeling, projection painting and texturing within the same application.”

“We’re thrilled that Max chose to rely on MAXON’s animation and texturing solutions to handle this challenging project,” said Paul Babb, president, MAXON USA. “Star Trek is among the most venerated and beloved television series ever made, and with the high resolution afforded by the Blu-ray format, the original backdrops might have detracted from viewer enjoyment. Instead, with the help of CINEMA 4D with BodyPaint3D, Max and his colleagues at CBS Digital were able to update the series beautifully for HD, allowing millions of fans to enjoy the show to the fullest.”

To create the large number of planet matte paintings required the creative team to identify basic concepts such as Earth-like with large, dark mountain ranges, pink skies, poles, swirly clouds, etc., usually based on shots in each Star Trek episode, which included at least some features of the planet that viewers could see. Gabl used a NASA template to start modeling each planet, manipulating the textures in BodyPaint 3D until he had approximated the “look”. The dimensionality of each planet’s surface was achieved using data gathered from geological Web sites for the displacement maps, to create elements such as mountains and other terrain.

Over the course of the project, Gabl built an extensive library of textures that could be modified, as needed, allowing him to turn a blue ocean green or vegetation from green to brown, saving much needed production time. “By using BodyPaint 3D I could paint textures directly onto the planets and see the results right away rather than having to wait for them to render before entering Photoshop which proved to be a real time-saver,” said Gabl, adding that the planets rendered at 4000 x 4000 pixels. While Gabl worked on planets and establishing shots, another team of modelers, animators and texture artists worked almost exclusively on a new CGI version of the fictional starship, Starship Enterprise. Once the various matte painting elements were finished, CBS Digital’s team of compositors inserted them into the footage for the finished look.

About CINEMA 4D

MAXON CINEMA 4D is a professional 3D software package offering everything needed to create high-end 3D images and animations for film, broadcast, architecture, and engineering. Continuing a two-decade tradition of excellence, CINEMA 4D 11.5 offers spectacular image quality and an intuitive, easy-to-use interface that puts professional results within reach of artists at all levels of CGI experience. CINEMA 4D 11.5 delivers speed and productivity by taking advantage of the latest advances in processor technology, and its modular design allows configurations tailored to the distinct needs of specialized 3D markets.

About MAXON Computer

MAXON Computer is a developer of professional 3D modeling, painting, animation and rendering solutions. Its award-winning CINEMA 4D and BodyPaint 3D software products have been used extensively to help create everything from stunning visual effects in top feature films, TV shows and commercials, cutting-edge game cinematics for AAA games, as well for medical illustration, architectural and industrial design applications. MAXON has offices in Germany, USA, United Kingdom, France and Japan. MAXON products are available directly from the Website and its worldwide distribution channel. Specially priced learning editions of the company’s software solutions are also made available to educational institutions. For additional information on



MAXON visit www.maxon.net.

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News Image





Football Buster Grass Roots Game Revolution

Grass roots football has an online ally at last. Football Buster is not just a free to run, easy to play game, it is an empowerment tool that is set to revolutionise grass roots football fundraising.

(PRWEB) December 17, 2009 -- Grass roots football has an online ally at last. Football Buster is not just a free to run, easy to play game, it is an empowerment tool that is set to revolutionise grass roots football fundraising. At no financial risk throughout the game, small clubs and charities can raise significant amounts of money by simply getting people they know to pick two numbers. The numbers represent the 92 clubs in the Premier league and Coca Cola Football League and all participants have to do is be the first to land on 21 goals to scoop the pot. We kid you not! Decide for free on the entry fee, the prize pot then simply save the rest for that new football kit or whatever is needed.

In all honesty such an idea is hard to find now that sponsorship is not so kind. From Help for Heroes to VIP FC, promote your game and Football Buster will empower your small club at no cost. Fans simply pay, pick and are free to click, to see the scores on the doors from start to finish. Share our vision and help yourself and Football Buster to help grass roots football to stay in the game.

Football Buster are also proud to pay any profit proceeds towards the grassroots distribution thermometer, for needy clubs at the top of the home page.

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You can read the online version of this press release [here](#).

BBC Labels War on Terror Board Game 'Historically Important'

Current BBC documentary series, Games Britannia, has praised the cult, independent release, 'War on Terror, the boardgame' as historically important and a fitting culmination of 2000 years of gaming. For the game that has been vilified by some, seized by police and lists Amnesty International and the Nobel Peace Center among its champions, this comes as a remarkable conclusion to the decade.

Cambridge, UK (PRWEB) December 17, 2009 -- As the first decade of the new millennium draws to a close, an underground, satirical board game lampooning the 'war on terror' is emerging as one of the defining games - possibly one of the key cultural icons - of the 2000s.

Individuals and publications alike have identified War on Terror, the boardgame - the first release from small, British publishers, TerrorBull Games - as uniquely important to the present era. Dr Nick Megoran, lecturer in geopolitics at Newcastle University, applauds the game as a "cleverly crafted satire" and uses it regularly "to provoke students to think critically about one of the most important issues of our time". Recently, the second largest daily newspaper in Spain, El Mundo, claimed that War on Terror is "perhaps the best board game in the world and maybe of all time"(1).

Certainly, War on Terror has achieved a level of cultural recognition that is rare for any product, especially a board game. From appearing in TV sitcoms(2), to being branded an offensive weapon by the Kent police(3); from being displayed in the Berlin Academy of Arts(4), to drawing admiration and praise from respected journalists like John Pilger(5).

Last night, historian Benjamin Woolley, speaking in the second programme of the three-part BBC documentary series 'Games Britannia', went one step further and hailed 'War on Terror, the boardgame as the culmination of over 2000 years of gaming history. At the same time, Woolley asserted that War on Terror, the boardgame is "unlike anything that has gone before" in exploring the "battles that are shaping our history" in a satirical way(6).

The trio of friends behind the company responsible for War on Terror, the boardgame are continually amazed at the penetrating resonance their game has, especially considering TerrorBull Games' rocky start.

Started in 2005 to publish what was back then an elaborate private joke, the company was immediately vilified by the tabloid press for making a "sick" and "pro-terrorist" game. This made it difficult to find businesses willing to work with them and even attracted death threats. The games industry also didn't want to know, banning TerrorBull Games from several major international toy fairs.

Several years later at the end of the decade, things have dramatically turned around for the independent publishers. They have accumulated a fiercely loyal fan base around the world and have a second success on their hands: Crunch - the game for utter bankers, a satire on the financial crisis, was released earlier this year and has already sold over 5000 copies and also been translated into French, German, Italian, Spanish and Estonian.

War on Terror meanwhile continues to draw accolades from across the spectrum. Amnesty International, a regular stockist, called the game "genius satire" and recently it was ranked #5 in The Independent's "50 Best Board Games" list(7). Last but not least, the BBC have now recognised TerrorBull Games' contribution to games as historically important.

Co-inventor, Andrew Sheerin commented:

"I think people gradually got used to the idea that you can use games like any other medium to engage, ask questions, provoke thought and discussion... even about very difficult subjects. Why not?"

So what does the future bring? TerrorBull Games are now hard at work on game no.3. While the subject of the new game is strictly hush-hush, you can expect that it will get people talking, thinking and, most importantly, having fun.

Editor's notes

i.Hi-res images and press pack available at: www.waronterrortheboardgame.com/presspack/files.php

ii.Inventors, Andrew Sheerin and Andy Tompkins and illustrator Tom Morgan-Jones, are available for interview and comment: +44 (0)845 643 1513 or [info\(at\)terrorbullgames\(dot\)co\(dot\)uk](mailto:info(at)terrorbullgames(dot)co(dot)uk)

1. 'Desde el mas alla - Navidades paranormales' - El Mundo, 09/12/09
2. War on Terror has been part of the set of the 'IT Crowd' for two seasons and was played by Moss & Roy in S02E04
3. 'War on Terror board game seized by police' - Cambridge Evening News, 11/08/08
4. War on Terror was used as part of the 'Embedded Art' exhibition, looking at art in times of security and war - Jan 2009
5. "Through the fog of an often collusive and compliant media comes this extraordinary game, achieving, with its black humour, its own truth about the pernicious War on Terror" - John Pilger, June 2009
6. 'Games Britannia', episode 2, 'Monopolies and Mergers' - BBC4, 14/12/09
7. 'The 50 best board games' - The Independent, 07/11/09

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Online Web 2.0 Version

You can read the online version of this press release [here](#).



SpellingCity.com Wins TechAmerica 14th Annual Abacus Award - Delivering Spelling & Vocabulary Fun for One Million Weekly Visitors

SpellingCity.com was recently selected by TechAmerica as the winner of the 2009 Abacus Cool Tech Award. The Abacus Cool Tech Award is presented to the company that has developed, and/or introduced a cool product within the past 18 months that is innovative and has created significant new opportunity for the company. SpellingCity was the single winner out of 12 finalists for this recognition.

Ft. Lauderdale, Florida (PRWEB) December 17, 2009 -- SpellingCity.com was recently selected by TechAmerica as the winner of the 2009 Abacus Cool Tech Award. The Abacus Cool Tech Award is presented to the company that has developed, and/or introduced a cool product within the past 18 months that is innovative and has created significant new opportunity for the company. SpellingCity was the single winner out of 12 finalists for this recognition.

SpellingCity.com, an educational website launched in 2008, is a free spelling resource that makes vocabulary building and spelling fun for elementary and middle school students. Students practice spelling and take tests online based on vocabulary lists generated by teachers and parents or sample lists on the site. They can also play interactive word games to enhance their vocabulary comprehension. Registration on SpellingCity.com is free for teachers, parents and students and can be found at www.SpellingCity.com.

By registering for free, teachers can add as many spelling lists as they would like and use these online lists in the classroom and as homework. A new premium membership option, available for a low annual fee, allows teachers and parents to automatically record test grades and track students' progress on their homework.

Launched a year ago and now with one million unique weekly visitors, SpellingCity.com is one of the most popular educational websites and has quickly grown to be one of the 1,500 most visited sites on the web (Source: Quantcast.com). In addition, SpellingCity.com has been named an AEP Golden Lamp Finalist, Parents' Choice Award Winner for the Classroom and for the Family and a 2009 Homeschool.com Top 100 Website.

SpellingCity recently joined a prestigious family of vendors working the Adopt-A-Classroom program. Adopt-A-Classroom is a national 501(c)(3) nonprofit organization that enables members of the community to donate to teachers. Now, Adopt-A-Classroom teachers will be able to use donated funds for a Premium Membership which allows teachers to use SpellingCity for automated tests and record-keeping.

About TechAmerica

TechAmerica was formed by the merger of AeA (formerly the American Electronics Association), the Cyber Security Industry Alliance (CSIA), the Information Technology Association of America (ITAA) and the Government Electronics & Information Technology Association (GEIA). TechAmerica is the leading voice for the U.S. technology industry, which is the driving force behind productivity growth and jobs creation in the United States and the foundation of the global innovation economy.

SpellingCity feature overview video available online: <http://www.youtube.com/watch?v=EW3WL4djHV4>



SpellingCity list of recent awards is available here: <http://www.spellingcity.com/educational-awards.html>

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You can read the online version of this press release [here](#).



Fantasy Sports Trade Association Defends Four Employees Fired By Fidelity Investments

The fantasy sports industry extends its support for employees fired for playing fantasy football; rejects company's assertion that fantasy sports is gambling.

(PRWEB) December 16, 2009 -- The Fantasy Sports Trade Association (FSTA) has been made aware of a situation in which four Fidelity Investments employees were terminated for perceived gambling in the form of fantasy sports.

The FSTA is disappointed by this action, as it furthers the incorrect perception that fantasy sports is linked to gambling.

"The FSTA recognizes each company's right to set guidelines for an employee's use of company assets and time for outside activities," said FSTA president Paul Charchian. "However, the reason cited by Fidelity for the termination of these employees-- that they gambled by playing fantasy sports--is troubling.."

Gambling law expert, Professor I. Nelson Rose, observes that, while fantasy sports may be considered gambling in a minority of states, "the government exempted fantasy sports from the Unlawful Internet Gambling Enforcement Act (UIGEA)," an action that reinforces the FSTA's position that fantasy sports is not gambling.

Charchian continued, "Congress recognized the distinction between fantasy sports and criminal sports gambling, and wrote exclusionary language around fantasy sports play. No fantasy sports company has been the subject prosecution for gambling. No person has been the subject of prosecution for gambling related to fantasy sports participation."

Courts and federal government rulings definitively divide fantasy sports from gambling. In *Humphrey v. Viacom* (2007), the courts found that, "as a matter of law, the entry fees for ... fantasy sports leagues are not 'bets' or 'wagers' because (1) the entry fees are paid unconditionally; (2) the prizes offered to fantasy sports contestants are for amounts certain and are guaranteed to be awarded; and (3) defendants do not compete for the prizes." This ruling set the tone for the exclusionary UIGEA text that exempts fantasy sports from the UIGEA regulations, which are set to go into effect on Dec. 1, 2010.

According to a June 2009 FSTA study by research firm IPSOS, there are 27 million Americans aged 12+ playing fantasy sports.

Additional research commissioned by the FSTA via Dr. Kim Beason at the University of Mississippi indicates that:

- 54% say fantasy sport participation increases the camaraderie among employees in their workplace.
- 37% say fantasy sports participation is a positive influence in their workplace.
- 16% say fantasy sports participation has allowed them to make valuable business contacts.

"Fantasy sports offers virtually-free workplace team-building, providing myriad benefits, including



cross-functional communication,” said Charchian. “Restricting fantasy sports play chisels into workplace morale at a time when many companies are challenged by that very issue.”

Additionally, fantasy sports is embraced by all major sports leagues, players associations, and major media portals such as NBC, CBS, Fox, ESPN and Yahoo!

Added Charchian, "If there were any merit to Fidelity's suggestion that fantasy sports participation is gambling, these entities would very likely not support it."

"The FSTA is happy to work with Fidelity to enhance their understanding of the legal issues around fantasy sports participation, especially surrounding the gambling distinction."

About the FSTA

The FSTA is the largest and oldest trade group representing the fantasy sports industry with over 120 members ranging from small startups to large media corporations. As the voice of the industry since 1998, the FSTA has been the leader in providing demographic data, annual conferences and collective action to ensure unfettered growth.

Related Links:

Fantasy Sports Trade Association: Visit www.fsta.org for more information.

Professor I. Nelson Rose: (<http://www.gamblingandthelaw.com>)

Star-Telegram (Ft. Worth, TX) article on the firing: <http://www.star-telegram.com/business/story/1825336.html>

Complete Text of the UIGEA: <http://thomas.loc.gov/cgi-bin/query/F?c109:6:./temp/~c109YxQR7a:e220380>

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Fantasy Sports Trade Association

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Exceet.com -- Social Networking, Surveys and Online Auctions with a New Twist

Exceet is the future of social networking, surveys, and online auctions. Social networking, auction sites and paid surveys have captured the attention of countless internet surfers. They allow anyone to make social connections, earn income from your opinions and to bid on anything that can be sold. But what happens when these three mammoth website concepts are brought together? The result is Exceet.

(PRWEB) December 16, 2009 -- Exceet is an all-encompassing website that begins with a social networking component. Almost everyone on the planet is familiar with the boundless popularity of social networking websites. They allow for old connections to be rekindled, current connections to be strengthened, and for new connections to be formed. They allow new levels of communication and networking for everyone. From high school students to entrepreneurs, social networking sites have changed the face of communication.

Exceet does not only have a social networking component complete with photos, profiles, groups, articles, quizzes, and over 3,000 games. It also credits those who use the functions of the social networking component of Exceet with points that can then be used for the auctions that are offered on Exceet. Basically, a member of the Exceet web site could be making money just for enjoying the social networking activities that are so common these days. What once was a way to kill time could now end up helping to pay for auction wins.

Completely Unique Exceet Online Auctions

To understand the online auctions offered by Exceet, the old ideas regarding online auctions must be thrown out the window. The unmistakable thrill of fierce competition against other online bidders to secure a win are taken to new heights on Exceet. Bidders can also view the countdown clock changing in real time instead of having to constantly refresh the website page -- being able to watch the seconds tick away adds to user exhilaration and is a clear advantage over other auction sites.

Another entirely unique aspect to Exceet auctions is the fact that all auctions are 'total price', meaning that you only pay for your bids in points and if you win the auction you pay nothing more. Even the shipping is free. So for the price of a few points, which you could earn simply by using the social network or taking a survey, you could be winning a brand new Nintendo Wii, laptop or flat screen TV.

A Whole New Way To Earn Auction Points With Exceet Surveys

The surveys offered through Exceet are unlike surveys that can be found anywhere else. For the first time creators of surveys can launch their surveys directly to a third party database, Exceet users, cutting out the middleman and dramatically lowering survey costs and turnaround times.

The creators of surveys can choose to offer however many points to Exceet users they like. When a creator of a survey offers more points for a survey this survey will have a higher ranking on the available list of surveys so that the most rewarding ones can be easily identified by those seeking out surveys.



Furthermore, survey creators can easily target their surveys to specific target groups. Age, sex, and location can be used to narrow down the list of respondents and qualifying questions can be used to ensure that individuals from the desired target groups are the ones responding to these surveys.

The price of posting these surveys depends on the survey creator's needs. Those who require a fast turnaround on their surveys can offer more points and secure higher ranked surveys that will produce immediate responses. Those who do not require survey results as quickly can pay less and offer fewer points to receive their survey results. Exceet is the only website to offer this level of choice. For those survey creators that have their own database to submit their surveys to, Exceet allows them to create unlimited surveys totally free. In any case, Exceet charges a fraction of what other websites charge for similar services.

There is no need to be concerned about creating surveys either. With over 100 different survey templates available and more being added all the time, creating surveys is fast and easy. This simple, logical process is not limited to the creation of each survey. It applies to the launching, management, and analysis of these surveys as well.

Exceet takes the work out of surveys while delivering the necessary information. Add in the eagerness that Exceet members feel to complete surveys to earn points and the pool of respondents for any type of survey is suddenly vast and easily reachable. Surveys offered to a social networking audience that pay in auction points will garner all the necessary attention and more.

For those taking these surveys, there is a chance to earn points that can be used toward auctions. Being paid for time spent in points allows Exceet members to obtain auction items for even lower prices than those already offered on a bidding site. Survey takers can also locate the most rewarding surveys with ease.

Why Is Exceet The Site Of The Future?

Every time there is an improvement in online shopping or in social networking sites, people flock to it. Everyone wants the best deal, the most cutting edge way to stay in touch with others, and any site that can give them something back. Exceet takes the best of social networking sites, online auctions, and surveys and not only combines them but improves upon each one.

The interconnected nature of Exceet takes it from being one site with several disparate elements to one unified source for what are universal interests. Social contact, shopping, and earning points to put toward online auctions have that universal appeal. Who wouldn't want to be earning auction points with many of the things they would be doing online anyway?

Exceet is the next step in the evolution of social networking sites, online auctions, and online surveys. With Exceet, a person can earn points to win amazing new products, compete in online auctions, and talk to their friends without having to go to several different sites. Exceet did not create these ideas. It just made them better. Be connected... be heard... be rewarded. Be on the cutting edge with Exceet.



For additional information on Exceet, visit <http://www.exceet.com> or <http://www.exceetblog.com>.

About Exceet - Exceet provides a forum for social networking, surveys, and online auctions and is the only company that does all this in one website. It is also the only site that allows users to earn points from spending their time using the site. These points can then be put toward auctions, allowing users to work toward auction wins through their usual online activities of social networking and online surveys.

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New Online Store Makes Shopping for Navy SEALs Products Much Easier

USNavySEALStore.com Simplifies Online Shopping with a Special Search Engine. This year, the BBC News reported that consumers doing online shopping increased by 13%. This increase is a trend that market analysts have been observing since the Internet boom of the 1990s, and the volume of online shopping using big online catalogs is expected to continue to grow in 2010.

(Vocus) December 16, 2009 -- This year, the BBC News reported that consumers doing online shopping increased by 13%. This increase is a trend that market analysts have been observing since the Internet boom of the 1990s, and the volume of online shopping using big online catalogs is expected to continue to grow in 2010.

A new online retailer, USNavySEALStore.com, is aiming to change the way online shopping with big product catalogs is done. USNavySEALStore.com carries thousands of products related to the US Navy SEALs, with product lines ranging from fitness wear, swim wear and casual wear; jewelry, watches and accessories; books, games, music and DVDs; tactical gear; and even collectible Navy SEALs memorabilia.

To make online shopping easier for their customers, USNavySEALStore.com makes use of a special search engine that runs on an intelligent keyword tag filtration system. It literally drills down into a customer's search query by bringing up product with keyword tags that are possibly related to the customer's original search keywords.

For instance, if a customer clicks on the footgear category on the USNavySEALStore.com homepage, all the product categories with keyword tags related to footgear will come up. In this case, what will come up are keyword tags "military boots" and "tactical boots." The customer can drill down even further until he gets the exact product he is looking for.

This keyword tag filtration system that the USNavySEALStore.com search engine uses is very easy to use. It only takes a click of the mouse to get it working to refine a customer's search query.

The website also has an advanced search box for customers to use if they already know the product they wish to buy and do not have the time to browse extensively for other Navy SEALs products in the website. Just like any search box application, the customer only needs to enter the necessary keywords in the search box and then wait for the results to load.

In addition, the website aims to continue improving its services through customer feedback. USNavySEALStore.com also launched a Twitter site (<http://twitter.com/usnavysealstore>) and a Facebook fan page (<http://www.facebook.com/pages/US-Navy-SEALs/91321459063>) where customers can leave comments and opinions as well as stay updated with upcoming events and contests.

The growth of online shopping is largely due to the convenience that the Internet brings to consumers. Within a matter of seconds, anyone can get the products and services that they want through the Internet without having to



leave the comfort of their homes. This is why many retailers are putting up websites to tap the online market and get their products to their customers instead of the other way around.

Many of these online retailers put up gigantic catalogs on their websites, featuring thousands upon thousands of products. They even put up flashy gimmicks that will get their customers staying longer at their store. However, it is a fact that big product catalogs do not always work in online shopping. If the products in an online store's catalog are not easily searchable, the customer will only get lost in the website and will not check out a single product.

More information on the products, services and promotions of USNavySEALStore.com can be found at usnavysealstore.com.

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News Image





DAZ 3D and Gizmoz Merge to Become Premier Publisher of Personalized 3D Characters, Software and Accessories

Gizmoz and Daz 3D Merge to Fuel Growth of Virtual Goods Market for Improved Gaming, Virtual Worlds, and 3D Modeling and Animation; Benchmark Capital, Highway 12 Ventures and Columbia Capital Lead Funding.

Draper, Utah and Tel Aviv, Israel (PRWEB) December 16, 2009 -- Seizing the opportunity to meet the increasing and diversified expectations of the virtual goods market, DAZ 3D and Gizmoz today announced a merger that will create the foremost online marketplace for high-quality and inter-compatible digital characters and accessories. With the largest community of active digital character artists, the merged company will allow users to experience personalized digital goods and identities across any platform.

“We are excited to announce the formation of a company dedicated to delivering digital goods with unprecedented life-like characteristics ideal for social networks, cross-platform gaming, 3D animation and development,” said Eyal Gever, president of the merged company and CEO and founder of Gizmoz. “By offering the most advanced mass-market 3D character creation technology, combined with a highly robust marketplace of 3D content, the company is perfectly in line with virtual goods market growth expectations of \$3 billion by 2010.”

The combination of Gizmoz’s consumer-friendly, photo-realistic head reconstruction and online personalization service with DAZ 3D’s sophisticated full-figure content, desktop software tools and thriving community will provide creative professionals, gamers and consumers alike with a substantially more expansive virtual goods design center and marketplace. The merger will enhance distributive capabilities as well: the custom avatars can then be managed and seamlessly transported to any virtual environment or production pipeline. All characters and technologies can be used in PC and console games, social networks, video clips and mobile applications, as well as in professional modeling, animation and illustration projects.

“The combination of DAZ 3D and Gizmoz fills a true void within the industry. Now users can experience expansion into virtual worlds, cross-platform gaming, mobile applications and more, while maintaining high-quality results and endless creativity,” said Dan Farr, CEO of the merged company and previous DAZ 3D president and co-founder. “DAZ 3D customers have been demanding more personalized content and neighboring markets have requested we expand to meet their needs as well. With this merger our company is uniquely poised to provide extended portability, support and creativity to our ever-growing user base.”

DAZ 3D and Gizmoz also announced that existing investors participated in a new round of funding to focus on the significant market opportunity for character-centric virtual goods. Benchmark Capital, Highway 12 Ventures and Columbia Capital led the round, with participation from DOCOMO Capital and Village Ventures.

“From the very first mention of this merger idea, we immediately recognized the huge potential for such a comprehensive, united solution,” said Phil Reed, general partner, Highway 12 Ventures. “The company is creating a superior product offering that appeals to artists at any level, and that translates into enormous opportunity.”



The merged company plans to unveil its first new products designed to increase ease of use, portability and integration in Q1, 2010.

Company Backgrounds

About DAZ 3D™

Founded in 2000, DAZ 3D is renowned for its high-quality, versatile and compatible 3D content. With an active community consisting of over 1 million registered users, a vast library of characters and accessories, and powerful 3D software applications, DAZ 3D is a strong leader in the digital content creation market for both hobbyist and professional users.

DAZ 3D's robust software applications seamlessly support its content library. DAZ 3D software line includes DAZ Studio, a free 3D digital art creation tool, Mimic™, a lip-synching application, Carrara™, an all-in-one 3D solution, and Bryce®, a complete 3D environment and animation package. DAZ 3D's products have been used in many professional productions, television shows and print publications. For more information, visit www.daz3d.com

About Gizmoz

Founded in 2003, Gizmoz has developed proprietary patented 3D and animation technology to let users express themselves by creating realistic 3D characters made from a single face photo. Gizmoz is the leader in 3D face-mapping technology, face manipulation and automatic face detection with several patents and pending patents in this field. Gizmoz provides a central service to design, manage and transport digital avatars that can be deployed in virtual worlds, online games, PC and console 3D games, social networks, video clips, greeting cards, mobile apps, as well as professional modeling and animation tools. For more information, visit www.gizmoz.com.

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News Image





PlayStation®3 and Apple® iMac 27-Inch Together at Last

Apogee Inc, the manufacturers of Kanex® products, has developed a patent-pending solution bringing HD content to the new Apple 27-inch iMac.

(PRWEB) December 15, 2009 -- Apogee Inc, the manufacturers of [Kanex® products](#), has developed a patent-pending solution bringing HD content to the new Apple 27-inch iMac. Now you can play PS3™, Xbox 360® and Blu-Ray content on your Apple iMac all-in-one desktop computer.

To demonstrate, a short video was created using the latest 27-inch iMac. It features a PS3, Xbox 360 Elite, Sony® Blu-Ray player, and Apple Mac Mini® (using its mini DVI port). More product details coming soon!

About Apogee Inc

Founded in 2006, [Apogee Inc](#) provides innovative A/V connectivity solutions to help home theater enthusiasts get the most from their digital hardware investments. We bring computer displays, HDTVs, digital projectors, and high-quality sound systems together with ease. Kanex® is the company's premier provider of high-end connectivity solutions.

Kanex® is a registered trademark of Apogee Inc.

iMac® and Mac Mini® are registered trademarks of Apple Inc.

Sony®, PlayStation®3 and PS3™ are trademarks or registered trademarks of Sony Electronics Inc.

Xbox® is a registered trademark of Microsoft Corporation

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Buy Video Games, Feed The World

Buying video games can help feed the hungry this holiday season. JJGames.com and World Vision team-up to raise \$50,000 for fight against world hunger.

Denver (PRWEB) December 14, 2009 -- JJGames.com and World Vision are partnering in the fight against world hunger. From December 11th to December 21st 2009, five percent of every video game purchase will be donated to World Vision food programs and 100% of all donations given on the website will be matched by JJGames, up to \$20,000.

JJGames will also be donating the proceeds from a charity auction for the “Holy Grail of Gaming”, Nintendo World Championships Gold cartridge, which last sold for more than \$17,000. The charity auction starts on December 11th on eBay.

Nintendo World Championships Gold is one of 26 cartridges ever made and was given away as part of a Nintendo sponsored competition in 1990. The cartridge plays on the original Nintendo and contains Super Mario Bros, Rad Racer, and Tetris but only allows six minutes to play. After the time expires players are shown a total score based upon their performance in all three games.

“Nintendo World Championships: Gold Edition has become the definition and idea of a Holy Grail.” says Nick Reichert at RacketBoy.com, a video game collecting website “Its every element seems to add to its energy, and in time, it will only become more costly and harder to acquire.”

For additional information, visit
<http://www.jjgames.com/>

About JJGames.com:

JJGames is an online retailer of used video games, game systems, and accessories specializing in vintage consoles like Nintendo NES, Super Nintendo, Playstation, and Game Boy.

About World Vision:

World Vision is a Christian humanitarian organization dedicated to working with children, families, and their communities worldwide to reach their full potential by tackling the causes of poverty and injustice. For more information, visit <http://www.worldvision.org/>

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Voyetra Turtle Beach Sponsors Modern Warfare 2 Online Tournaments via 360igame.com and ps3leaderboard.com

Worldwide PS3®, XBOX® single-elimination bracket competitions begin today

Elmsford, N.Y. (PRWEB) December 14, 2009 -- Turtle Beach®, the leaders in premium XBOX 360® headsets, announced it is sponsoring two online competitive video game tournaments on 360igame.com and ps3leaderboard.com that run between December 14, 2009 and January 30, 2010. More than 500 gamers will participate in single-elimination bracket competitions for teams (4v4) and individuals on the popular Call of Duty: Modern Warfare 2 title on the PS3 and XBOX platforms.

“The popularity of online tournament play and the chance to work with 360igame and ps3leaderboard makes this a great opportunity for us to connect with and support the competitive and casual gaming communities,” says Peter Ronick, Director of Marketing, Turtle Beach. “Once they experience our Ear Force headsets for XBOX and PS3, we are confident these gamers will want to take our gear into battle.”

Turtle Beach’s latest gaming headsets include the Ear Force X41, Ear Force X31 and Ear Force XLC for XBOX and the Ear Force P21 for PS3.

360igame.com, created by Delta Beta Lambda Fraternity, the world’s first video game fraternal organization, is a social network developed by gamers for gamers to enhance the online gaming experience. Ps3leaderboard.com is the leading independently-owned online battles site on the Web. The tournaments are part of the organization’s “Let The Kids Play Games” multiphase fundraising campaign for its technology and educational initiatives.

“We are very pleased to have the support of Turtle Beach, premier maker of video game headsets for all gaming platforms, and look forward to a great partnership for years to come,” said Eric Whiteside, Project Manager, Delta Beta Lambda Fraternity.

About Turtle Beach

Voyetra Turtle Beach (www.turtlebeach.com) designs and markets high-quality audio peripherals for PC and video game platforms under the Turtle Beach brand, including its growing line of Ear Force gaming headsets and headphones for XBOX, PS3 and Nintendo game consoles and for personal computer games. Turtle Beach, with headquarters in Elmsford, New York, is a brand of Voyetra Turtle Beach, Inc. which has been at the forefront of music and audio technology for more than three decades and is recognized as a pioneer of today’s PC audio and gaming headphone industry. Turtle Beach, Voyetra, Ear Force and Chat Boost are trademarks or registered trademarks of Voyetra Turtle Beach, Inc. XBOX is a registered trademark of Microsoft, Corp. Dolby is a registered trademark of Dolby Labs. All other trademarks are property of their respective holders and are hereby acknowledged.

About Delta Beta Lambda and Let The Kids Play Games Campaign

Delta Beta Lambda Fraternity (www.deltabetalambda.com) is a registered South Carolina charitable organization that provides positive experience for children participating in online games and is the world’s first video game fraternal organization. The organization seeks to expand to local colleges and universities recruiting the top



technology students as members to support their community service initiatives. The organization further seeks to provide technology access programs to DepriTech youth, a term created by the organizations sister organization Delta Beta Lambda Foundation (www.technologykids.org) which translates to” Deprived of Technology: any individual, social class or economic class of individuals who are deprived of technology in such a manner that it may inhibit the personal, business, or professional growth or advancement of the individual or class of individuals”. The organization will start this year “The Let the Kids Play Games Campaign Phase I” which will be a continued multiphase fundraising drive to raise needed funds for the organizations initiatives.

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Alganon MMO Game Available on Stardock's Impulse Platform

Quest Online's new MMOG Alganon now available via Stardock's Impulse Digital Distribution Platform.

Chandler, AZ (PRWEB) December 12, 2009 -- Quest Online today announced the immediate availability of Alganon on Stardock's Impulse digital distribution network.

Alganon is a fantasy MMORPG that allows thousands of people to play together in a virtual world that features a rich history dominated by commanding deities, powerful weapons, deadly magic, epic quests, ancient places to discover, the utilization of detailed trade skills, and much more. In addition, Alganon offers unique and rich content, amazing immersion and challenging quests - all within a vibrant and beautiful world powered by a great community.

David Allen, President and co-founder of QOL said, "The primary goal in designing Alganon was to build upon the MMOG framework players were familiar with and enhance the experience through innovative features and fun gameplay; supported by seamless growth and unparalleled interaction."

Alganon offers a number of new and innovative features in the MMORPG genre. Specifically, the Library system is an in-game repository of information available to players, allowing the lookup of quests, NPC descriptions, items, creatures, loot tables, resources, trade skills, and more. Equally innovative is the Studies system, a real-time character support progression system where players are amply rewarded for subscribing, not just playing. Community enhancements revolving around the MyAlganon social network (www.myalganon.com), Guilds and Families also bring a fresh new experience straight to the gamer.

For details, videos, community forums and more, please go to <http://www.alganon.com>.

About Quest Online, LLC. (www.qol.com)

Founded in early 2006, Quest Online, LLC (<http://www.qol.com>) is a privately held corporation focused on the creation of next generation online games.

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News Image





SnakeHead Software Releases Air Assault Game for Apple's iPhone & iPod Touch

SnakeHead Software, LLC, a developer and publisher of exciting iPhone games, today announced the release of their Action Arcade game Air Assault, a game that plays on today's social-political roles and puts you in the middle of the action in Afghanistan, for the iPhone and iPod Touch, available through the Apple App Store worldwide.

(PRWEB) December 11, 2009 -- SnakeHead Software brings current political themes into arcade style game play with Air Assault. With easy touch screen play and incredible attention to detail, Air Assault is a must have game for all iPhone and iPod touch owners.

Air Assault delivers the excitement you expect from iPhone and iPod touch games. Have fun with polished game play, fantastic graphics and sound as well as a realistic storyline, starting with the September 11 attack on America. Shoot down helicopters, paratroopers, jets and bombers with an anti-air gun as well as use mortar fire to destroy enemy tanks and soldiers.

Air Assault for the iPhone and iPod touch features:

- * Quick and simple single-touch play using Multi-Touch
- * Air Assault features a full list of unique Achievements.
- * Multiple Difficulty Levels
- * Global Leader-board support allows you to prove your the best to the world!
- * Save / Continue Games

- * Air Assault is OpenFeint Enabled.

Air Assault is available now for \$2.99 USD. The game can be purchased and installed directly from the App Store on the iPhone and iPod touch. The game is also available for purchase via iTunes.

For more information, visit www.snakeheadsoftware.com.

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FooMojo Launches FooPets on Cyworld Social Networking Site

Company continues Asia-Pacific momentum; signs new licensing agreement to release FooPets social gaming application in South Korea

Redwood City, Calif. (PRWEB) December 11, 2009 -- [FooMojo, Inc.](#), creator of the world's most realistic and emotionally engaging virtual pets, today announced that it has signed a licensing agreement with CyWorld, South Korea's leading social network, blog and online community. Under the terms of the agreement, FooMojo will release a Korean version of its virtual pets social gaming application on the Cyworld social network and enable over 25 million members to download a [FooPets](#) puppy or kitten.

“Known for having innovative style and engaging communications tools, Cyworld is widely recognized as South Korea's premier online community for trusted friendships and creative communication,” said JinYoung Heo, Director of Community Office at Cyworld. “Cyworld users are passionate about social interaction and creativity, both of which are key elements in the FooPets social game. With the unmatched realism in FooPets, our users truly can share with each other the fun of caring for a pet and experience the strong bond that can form only from the emotional attachment of pet ownership.”

FooMojo recently announced [a new regional subsidiary, FooMojo Asia K.K.](#), located in Tokyo that focuses on business development partnerships and marketing in Asian markets, particularly China, Japan and Korea. The agreement with Cyworld supports FooMojo's ongoing efforts to extend global presence in Asia-Pacific and expand the availability of the company's virtual pets-based social gaming applications throughout the region. In addition to Cyworld, FooMojo recently released the FooPets application on RenRen.com and Kaixin.com, two of China's largest social networking sites with close to 100 million members combined.

“We are very pleased with the progress we've made in Asia-Pacific since the beginning of the year and the widespread interest in FooPets we continue to receive from partners in the region,” said Dr. Ron Hornbaker, veterinarian, founder and chief executive officer of FooMojo, Inc. “Cyworld has a long history of delivering new, innovative social games to its users and we look forward to working together in bringing FooPets to South Korea.”

[FooPets](#) are the world's most realistic and emotionally engaging virtual pets. As part of an entertaining social gaming environment fun for users of all ages, FooPets take on their own individual lives and develop unique personalities. They are easy to recognize due to their lifelike appearance and behavior and once adopted, they need daily care and attention and rely on their owners for food, water, playtime and affection.

FooPets are completely web-enabled and they live in favorite online locations across the Internet including Facebook and MySpace profiles and the new FooPets.com Web site. In the Asia Pacific region, FooPets can be found on RenRen.com and Kaixin.com, two of China's largest social networking sites. FooPets are also now available in South Korea on Cyworld.com.

About FooMojo, Inc.

FooMojo is the creator of FooPets, the world's most realistic and emotionally engaging virtual pets. The 3D



puppy and kitten FooPets are "real" in nearly every sense, growing, playing, learning tricks, developing personalities, and requiring regular feeding and care. As part of an entertaining social gaming application, users of all ages can adopt a FooPet on Facebook, MySpace, and the FooPets.com Web site, with more locations coming soon.

Aimed at enriching the lives of real people and animals with engaging, social game play, FooMojo was founded in 2007 by Dr. Ron Hornbaker, a veterinarian who believes the special bond between people and their pets could be recreated online. FooMojo's creative and development efforts are led by a talented group of web developers, along with artists and animators from the feature film and gaming industries. Most importantly, FooMojo is committed to supporting real pets in need, and through its non-profit FooPets Foundation, works with leading animal-related charities such as the ASPCA and The HSUS.

Located in Redwood City, Calif., FooMojo is backed by notable investors including Softbank Capital, Softbank Corp. Japan, Mike Maples, Jr., Ron Conway and Baseline Ventures. For more information visit <http://www.foomojo.com>.

About SK Communications

SK Communications is an affiliate of SK Group, the 3rd largest corporation in Korea, and a direct subsidiary of SK Telecom, the dominant telecommunications provider in Korea with over 50% of market share. A leading online service provider, SK Communications offers a wide range of services including Cyworld (SNS), NateOn (IM), Nate (Portal), etc.

About Cyworld

Launched in 1999, Cyworld is one of the earliest and biggest real-name based social networking service in the world. With more than 25 million registered members, Cyworld users consist of 48% of total Korean population and 66% of all internet users in Korea. Main business model is digital item sales, which includes decorations for "Minihompy" and music.

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Oceanhouse Media Announces 'How the Grinch Stole Christmas!' e-Book for the iPhone and iPod Touch

The beloved Dr. Seuss tale is now available on the App Store for a special promotional price of \$3.99

Encinitas, Calif. (PRWEB) December 11, 2009 -- Oceanhouse Media, Inc. announced today that the officially licensed iPhone app e-book, [How the Grinch Stole Christmas!](#) is now available on the App Store for the special promotional price of \$3.99.

Based on the beloved 1957 Dr. Seuss classic of the same name, How the Grinch Stole Christmas! has been adapted for the first time to an interactive book format for the iPhone and iPod Touch and combines the beautiful, original artwork with innovative features that promote reading in young children.

“How the Grinch Stole Christmas! is one of the top-selling children’s books of all time, and generations have grown up with this wonderful holiday story,” said Susan Brandt, Executive Vice President of Dr. Seuss Enterprises. “With the new e-book from Oceanhouse Media, now children and adults can enjoy this story at any time and any place. Plane travel or road-tripping to visit family this holiday season just got a lot easier for moms and dads.”

New features only available in the e-book for the iPhone and iPod Touch include professional narration, background audio and enlarged artwork for each scene. To promote reading in young children, individual words are highlighted as the story is read and words zoom up when pictures are touched. By combining the original text and artwork of Dr. Seuss with features that entertain and promote reading, the e-book appeals to readers of all ages.

There are two ways to read the e-book:

- "Read to Me" — listen to the narrated story with words highlighted as they are read
- "Read it Myself" — read the book in its traditional form

Additional Features Include:

- Picture / Word association — words zoom up and are spoken when pictures are touched
- Professional audio narration
- Custom background audio for each scene
- Pages pan & zoom to accentuate the beautiful, original art of Dr. Seuss

Also available from Oceanhouse Media is [Grinchmas](#), a casual, light-hearted snowball and present-throwing game, priced at \$1.99. Already the app is the #1 Kids game on the App Store, #5 in Family Games and in the top 40 overall paid Apps on the entire App Store. To view a video of the App, please visit [Grinchmas](#). [The Dr. Seuss Camera – Grinch Edition](#), a unique and whimsical greeting card maker priced at only \$2.99, is also available from Oceanhouse Media. Since debuting on the App Store, Dr. Seuss Camera – Grinch Edition has quickly climbed to #60 on the Photography chart. To view a video of the App, please visit [Dr. Seuss Camera - Grinch Edition](#).



For more information on this product and direct links to the App store, please visit <http://www.oceanhousemedia.com/products/drseuss/>. Ebook demo video can be found at: [How the Grinch Stole Christmas!](#).

About Oceanhouse Media

Oceanhouse Media, Inc. is an iPhone / iPod Touch app development company founded in early 2009 by Michel Kripalani, former CEO of Presto Studios and Director of Business Development at Autodesk. The team is comprised of developers with decades of experience, primarily from the videogame business, that now share a common purpose to uplift, educate and inspire through technology. Currently, Oceanhouse Media has over 65 apps on the App Store. The company's corporate mantra is "Creativity with Purpose."
www.oceanhousemedia.com.

About Dr. Seuss Enterprise, L.P.

Dr. Seuss Enterprises was founded in 1993 following the death of Theodor S. Geisel, Dr. Seuss, to conserve and nurture the works of Dr. Seuss by protecting the integrity of the Dr. Seuss books while expanding beyond books into licensed merchandise. The licensing effort is a strategic part of the overall effort to strengthen and protect the relationship consumers have with Dr. Seuss characters. Theodor Geisel said he never wanted to license his characters to anyone who would "round out the edges". That is one of the guiding philosophies of Dr. Seuss Enterprises.

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Online Web 2.0 Version

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