



# Naughty bear™

505 GAMES AND A2M ANNOUNCE

**NAUGHTY BEAR FOR APPLE IPHONE® AND IPOD® TOUCH**

***“How d’you like them Apples?” – Naughty Bear***

**Download *Naughty Bear* trailer and screenshots:** <http://rcpt.yousendit.com/954818843/cfc6496b504a5b7296c529aa91354cb9>

**Agoura Hills, CA – September 27, 2010** – Following the worldwide success of *Naughty Bear* for the home console systems, 505 Games and developer Artificial Mind and Movement (A2M) today announced the release of *Naughty Bear* for Apple iPhone/iPod®Touch featuring everyone’s favorite omni-present and—let’s face it—omni-moody bear.

“In the last six months *Naughty Bear* has captured the imagination of a very wide fanbase and very quickly become an icon within the gaming world and a beacon for the disenfranchised and the disgruntled everywhere,” said Tim Woodley, Head of Global Brand Management, 505 Games. “With the launch of the iPhone version, *Naughty Bear* fans can finally, and quite literally, take matters into their own hands.”

“We knew that *Naughty Bear* was perfect for on-the-go gaming and put a lot of time into refining the experience to reflect the new format, controls and objectives,” said David Osborne, creative director at Artificial Mind and Movement.

*Naughty Bear* for the iPhone delivers an all-new way to take control of the vengeful title role and once again wreak havoc on every stuffing-filled foe that crosses your path. With a unique control system tailored specifically for the iPhone and iPod Touch’s touchscreen inputs and a top-down viewpoint, the camera zooms in for up-close-and-not-so-personable signature kill moves which have become the trademark of our hapless bear.

Following the already established formula of the console versions, the game features a vast array of weapons, objects and scare tactics for gamers to employ to maim, bash and slash their island cohabitants in the quest for ever-important Naughty Points, earned by exacting sweet revenge against any stuffed animal brave—or stupid—enough to cross *Naughty*’s path.

*Naughty Bear* is available now for Apple’s iPhone & iPod Touch through the App Store for \$2.99.

## **About 505 Games**

Based in Los Angeles, CA, 505 Games (U.S.) is the North American division of 505 Games, a global videogame publisher. The U.S. operations launched in May, 2008 to bring quality interactive entertainment to North America on all game platforms including Microsoft Xbox 360®, Sony PlayStation®

2, PlayStation® 3, PSP, Nintendo Wii® and DS, as well as PC, online, and mobile. The company's management team hails from the leaders in global entertainment including major motion picture studios, videogame publishers and leading game development studios. With the company's deep experience and proven success in interactive entertainment worldwide, 505 Games is looking to drive the industry forward with innovative game experiences that integrate next generation game play, immersive stories and integrated brands that can take the business to a new level. The company offers a broad selection of videogame titles in all genres for players of all ages.

#### **About Artificial Mind & Movement**

Based in Montreal, Quebec, Artificial Mind & Movement (A2M) is Canada's best independent game developer, employing 500 talented people in Montreal, Quebec and Santiago, Chile. Since 1992, the company has developed 120 titles across every game platform, including its highly-stylized third person shooter **WET™**. Our studios work with the industry's top publishers and licensors, including Activision Blizzard, Bethesda, Disney, Electronic Arts, Fox, Konami, LucasArts, Viacom and Warner. Artificial Mind & Movement is committed to producing unparalleled game experiences with original or licensed Intellectual Properties. From 2006 to 2008, the company has ranked simultaneously amongst the Deloitte Technology Fast 50™ and also as Canada's 50 Best Managed Companies™.

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