

GEORGE A. ROMERO'S **APP OF THE DEAD**

**GEORGE A. ROMERO USHERS THE LIVING DEAD ONTO APPLE®
IPHONE™ and IPOD® TOUCH WITH HIS NEW *APP OF THE DEAD*,
COMING SOON**

Romero's Hungry Horde Goes Mobile. Zombify Your Friends and Family!

Los Angeles, California– May 13, 2010 – George A. Romero, the undisputed master of horror cinema (“Night of the Living Dead”, “Dawn of the Dead”, “Creepshow”, “Monkey Shines”, “Diary of the Dead”), today announced with partner, Peter Grunwald, and Artfire Films’ Art Spigel and Ara Katz, that ***APP of the DEAD***, developed with Ohio-based Additive Interactive, will make its fiendish debut on Apple iPhone and iPod Touch in the coming weeks.

In anticipation of Romero’s latest feature, “George A. Romero’s Survival of the Dead”, premiering in theaters May 28, ***APP of the DEAD*** makes you the director, allowing you to turn your friends and family into the most twisted, ghoulish shufflers. Take pictures or import photos from existing galleries and bring them to undead glory with grisly scars and bloody wounds!



Remember: the only safe zombie is a dead zombie. Use ***APP of the DEAD***’s unique first person shooter mechanic to lay waste to your zombified pals and loved ones. Save the photos and make them part of your own undead slideshow.

APP of the DEAD features include:

- Take photos of your friends or import them from the photo gallery, then add over 20 zombie features, including open wounds, weapons, and a gallery of deformed eyes and mouths.
- A custom-built engine that allows players to “shoot” the zombies they’ve created, including spectacular blood-splatter.
- Save your zombies to your iPhone, then upload to Facebook, other social networking sites, or email them to friends.

APP of the DEAD is coming soon to Apple® iPhone™ and iPod® Touch. To learn more about ***APP of the DEAD***, please visit www.appofthedead.com and [http://www.facebook.com/\[INSERT URL HERE\]](http://www.facebook.com/[INSERT URL HERE]).

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For more information about Additive, please visit <http://www.weareadditive.com/>

About George A. Romero's "Survival of the Dead"

The master filmmaker continues to reinvent the modern horror genre in a film that draws new battle lines between the living and the dead. A war-weary band of soldiers is lured to a remote island that promises to be the last paradise on earth, only to discover that even here, miles away from civilization, there is no escape from the appetites of the living and the dead. Told with Romero's iconic sense of humor and keen eye for the fault-lines in contemporary culture, "SURVIVAL OF THE DEAD" expands and intensifies the zombie universe for which he is celebrated. George A. Romero's "Survival of the Dead" hits theaters across the nation on May 28, 2010 after debuting on VOD, Amazon and Xbox LIVE on April 30. For more details, visit <http://www.facebook.com/pages/Survival-of-the-Dead/210457192019>

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About Additive Interactive:

Ohio-based Additive Interactive is a visual & interactive design company focused on speaking to consumers through unique visually compelling interactive entertainment experiences. The Additive team combines decades of experience creating stunning commercials, music videos, flash games, corporate and consumer-targeted videos, game assets, web design, animated graphics & logos, and graphic design.

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