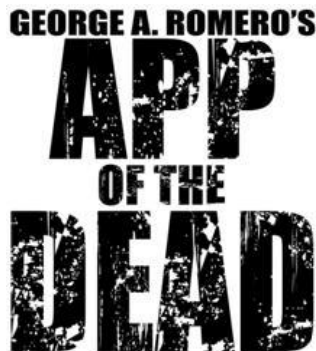


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ZOMBIES INVADE THE APP STORE AS GEORGE A. ROMERO'S APP OF THE DEAD DEBUTS ON APPLE® IPHONE™ and IPOD® TOUCH

Romero's Zombie Creator App Available Now, Start Zombifying Your Friends and Family!

Los Angeles, California– June 3, 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, is available now for Apple iPhone and iPod Touch for \$1.99.

Download the launch trailer and screens of the app in action [here](#).

“Given the amount of zombies I’ve brought to life, I figured everyone should be able to do the same,” said George A. Romero.

Developed in coordination with Romero’s latest feature, ***George A. Romero’s Survival of the Dead***, which hits theaters nationwide May 28th, ***APP of the DEAD*** casts iPhone and iPod Touch owners as the director, allowing you to turn your friends and family into horrific zombies with over 20 zombie features, including galleries of open wounds, deformed eyes and mouths. Take pictures or import photos from existing galleries and bring them to undead glory with grisly scars and bloody injuries!

Don’t forget to aim for the head when you use ***APP of the DEAD***’s custom-built engine to cap your newly created zombies, first-person shooter style. Save the photos, email them to friends, make them part of your own undead slideshow or upload to Facebook and other social networking sites.

APP of the DEAD is available now for Apple® iPhone™ and iPod® Touch and can be found [here](#). To learn more about ***APP of the DEAD***, please visit www.appsofthedead.com.

Also, check out our Facebook and Twitter pages!

Facebook: <http://www.facebook.com/#!/pages/App-of-the-Dead/119297851433641?ref=ts>

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Twitter: <http://twitter.com/appofthedead>

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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>

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

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