

FOR IMMEDIATE RELEASE

## “Toy Bot’s \$10,000 Excellent Adventure” Debuts Today!

*Download the Toy Bot Diaries Series from the App Store for Your Chance to Win*

VANCOUVER, BC – February 16, 2009 – IUGO Mobile Entertainment Inc., a leading developer and publisher of mobile games, today announced that **Toy Bot’s \$10,000 Excellent Adventure** has begun. This special promotion for the critically acclaimed **Toy Bot Diaries** series will put \$10,000 US in the hands of one lucky winner who completes an in-game challenge among all three **Toy Bot Diaries** games on the App Store for the Apple® iPhone™ and iPod® touch.

“The Toy Bot Diaries series has been a big hit on Apple’s App Store, so we wanted to go the extra mile and give back to the people who play our games,” said IUGO’s business development executive Sarah Thomson. “This promotion highlights IUGO’s desire to create a unique, fun experience for our players.”

In order to be eligible to win, each participant must collect 25 datapads from each of the three **Toy Bot Diaries** games—for a total of 75 datapads. Each player must play all three **Toy Bot Diaries** games on one device, and must submit an email address from the same device for each of the three achievements in order to be considered for the prizes.

The first place winner of **Toy Bot’s \$10,000 Excellent Adventure** will be awarded \$10,000 US. There will be 10 second prize winners, each of whom will receive a \$100 iTunes gift card and the one third prize winner will receive a lifetime membership to all published IUGO iPhone and iPod touch games, free of charge.

**Toy Bot’s \$10,000 Excellent Adventure** ends on March 16, 2009 and is for IUGO’s critically acclaimed **Toy Bot Diaries** series, which is available exclusively on the Apple iPhone and iPod touch. Additional information regarding **Toy Bot’s \$10,000 Excellent Adventure** is available at [www.iugome.com](http://www.iugome.com).

**Toy Bot Diaries** is suitable for all ages, and utilizes the iPhone and iPod touch accelerometer and touch controls in a very natural way — making it a win for all skill and experience levels.

####

Void where prohibited by law. Only legal U.S. residents at least 13 years of age who reside in and who are physically located in the U.S. (excluding its territories and possessions) are eligible to enter this contest. Minors must have their parent’s or guardian’s permission to enter. Employees of IUGO Mobile Entertainment, their immediate family members and persons living in their households are not eligible to enter. For a complete set of rules, please visit [www.iugome.com](http://www.iugome.com).

**About IUGO Mobile Entertainment:**

Founded in 2003 IUGO Mobile Entertainment is a progressive studio specializing in the design, development and deployment of compelling mobile games. Based in Vancouver, BC, IUGO develops premier mobile entertainment for all platforms including J2ME, BREW, Symbian and most recently iPhone.

IUGO has earned a solid reputation for delivering recognized AAA titles through innovating on original games for major global publishers, technology giants and other mobile-related corporations. For five years, IUGO has blasted out award-winning titles such as ***Tiger Woods PGA Tour 2007 (EA)***, Stephen Spielberg's ***Boom Blox*** for mobile (***EA***), the ***Toy Bot Diaries*** series for the iPhone and iPod Touch, and many more.

**MEDIA CONTACTS:**

Brian Fitzgerald  
Reverb Communications  
209.586.1495 x114  
[Brian@reverbinc.com](mailto:Brian@reverbinc.com)