

For immediate release



PLAYTAINMENT GOES APP STORE AND EXPANDS REACH AS MULTI-PLATFORM DISTRIBUTOR WITH FIRE PANIC

Fire Panic slated to debut next week on iPhone and iPod Touch with Nintendo DSi version later in the year

Cologne, Germany – February 23, 2010 – Playtainment, the family game label of publisher RTL interactive GmbH Games Publishing, today announced **Fire Panic**, a white knuckle game of skill for the iPhone and iPod touch, will be available this week on the App Store. Additionally, **Fire Panic** will also be available in the coming months for Nintendo DSi™ via download on DSi Ware™.

Recognizing the iPhone and iPod Touch as a bona fide multi-media platform serving millions of gamers around the world as a top-level mobile entertainment medium, RTL interactive Games Publishing has expanded its range of Playtainment titles with **Fire Panic** to include mobile devices. The single screen game, developed by the French games studio Yullaby, continues the tradition of the Game & Watch games from the 1980s and, with its beginner-friendly game principle, is set to become an amusing title with high entertainment value.

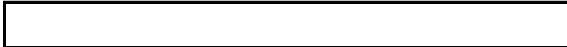
"As mobile end devices, iPhone, iPod touch and Nintendo DSi offer excellent opportunities for mobile gaming," states Birgit Hönsch, board member and divisional manager of Games Publishing & Licensing at RTL interactive GmbH. "Therefore we are going to offer this selected game in the App Store as well as on the mobile games market, to remain true to our strategy of positioning RTL interactive GmbH Games Publishing as a multi-platform distributor for virtually all gaming systems."

With a retro look reminiscent of much-loved classic games, **Fire Panic** makes use of the touchscreen capabilities of the iPhone, iPod Touch and Nintendo DSi, featuring a simple but fun "touch & draw" game mechanic pitting aspiring firefighters to extinguish a series fires by drawing a route for the fire engine on the street map.

Following successful media offers from RTL interactive in the App Store, such as RTL Pole Position (Formula 1 "news" app with live-stream access and more than 100,000 downloads), wetter.de and Das Supertalent, **Fire Panic** will be the first games application from RTL interactive.

Download **Fire Panic** Assets [here](#).

PRESS INFO



About RTL Interactive Games Publishing:

The Games Publishing division of RTL interactive GmbH (RTL Games GmbH until December 31, 2008) is responsible for the entire computer and console games business of the Media Group RTL Germany. The team designs and publishes video games for different types of gamers and focuses on the mass market of arcade and casual games. Further, individual titles by the Games Publishing Unit appeal to fans of adventure, fantasy and role playing games. Generally, RTL interactive is aiming to serve all console platforms as well as PC with its future projects. In the market, the games publisher operates with a consistent three label strategy: Especially family friendly titles are released by the label Playtainment. The brand RTL Sports encompasses successful sports video games. The label Black Inc. appeals to fans of adventure, fantasy and role playing games, providing high-quality, complex premium titles especially for core gamers. For further information please go to <http://www.playtainment-games.com> .

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