

The logo for Flying Lab Software, featuring a black and white illustration of a biplane flying through clouds. Below the biplane, the words "FLYING LAB SOFTWARE" are written in a bold, black, sans-serif font.

FLYING LAB SOFTWARE

## Flashman Studios Adds Flying Lab Software to Developer Roster

*Seasoned development studio with expertise in social, casual MMOs partners with veteran business management firm*

**San Francisco, California – August 23, 2010** – Flashman Studios, a leading business management firm in the interactive entertainment industry, announced today that it has reached a strategic representation agreement with Flying Lab Software. Flashman will handle business growth responsibilities for the Seattle-Washington based development studio that was behind 2008's critically acclaimed and innovative massively multiplayer online (MMO) game, ***Pirates of the Burning Sea*** and has been progressively trending with the industry in creating more social, casual and browser-based MMOs, including its most recent project, ***Bakugan Dimensions***.

"The critical success of *Pirates of the Burning Sea* has allowed Flying Lab Software to bring serious game development and production experience to the burgeoning realm of casual, multiplayer social games," said Brad Young, founder and CEO of Flashman Studios. "They have proven they can work with either a publisher's existing brand or work directly with the brand holder to get a property into people's hands in an interactive and entertaining manner. A proven track record like Flying Lab's – along with their talent and drive – will help us in our endeavors to grow them into a leader of the casual gaming space."

Established in 1997 by a team of ex-Microsoft talent lead by Russell Williams, Flying Lab Software has an established history of building MMOs from concept to shipping. Led by a seasoned management team with over 20 years of experience in creating high-end game content and software for both web-based casual and full-fledged 3D MMOs, Flying Lab Software is set to continue its output of high-quality interactive entertainment properties and is one of the few remaining independent developers in North America with a critically-acclaimed MMO under its belt.

Flying Lab Software is also the creator of the proprietary toolset known as Unicorn. Capable of supporting feature-rich, large-scale Flash-based MMOs, Unicorn supports rich, full 3D with no additional plug-ins or installs required, with a backend architected to handle more than 200,000 concurrent users. Flying Lab is currently undertaking a major project using this

cutting-edge 3D technology, with more information to come in the near future.

“Flashman Studios has represented some of the most promising developers and publishers in the industry, and we’re unbelievably pleased to partner with them to help grow the studio,” said Russell Williams, CEO and founder of Flying Lab Software. “As we move forward in the social space, diversifying our technology and product offerings, Flashman’s experience will prove invaluable as we work with new brands and explore new avenues as a company.”

In addition to ***Pirates of the Burning Sea*** and the Unicorn toolset, some of Flying Lab Software’s projects include:

- ***Bakugan Dimensions***: A web-based children’s MMO based on the top ranked children’s franchise that has won 5 Toy of the Year awards from the Toy Industry Association over the last two years.
- ***Upper Deck University***: A social MMO for kids that features a variety of sports-themed mini-games
- ***Rails Across America***: A classic PC strategy game that won multiple Editor’s Choice awards

For more information about Flashman Studios, please visit [www.flashmanstudios.com](http://www.flashmanstudios.com). For more information about Flying Lab Software, please visit [www.flyinglab.com](http://www.flyinglab.com).