



**\*\*\*FOR IMMEDIATE DISTRIBUTION\*\*\***

**Official Launch Trailer Can Be Found Here**

[<http://www.yousendit.com/download/T1Vuc0w0NHYwMEZFQIE9PQ>]



## **Young Thor Swings His Mighty Hammer to the PlayStation Store!**

**Québec, Canada – July 21, 2010** – Frima Studio, a multiple Octas award-winning Canadian multiplatform game developer based in Quebec, announced today that their PlayStation® mini title, *Young Thor*, is now available to download for just \$4.99 USD. Playable on both the PlayStation®3 computer entertainment system and PSP® (PlayStation®Portable) systems – *Young Thor* was developed from the ground up exclusively for the platform, and has already been receiving praise from gamers and critics alike.

"Today is the day we've all been working so hard for here at Frima, and we couldn't be happier to see the game finally in players' hands generating this kind of thunder," said Steve Couture, CEO of Frima Studio. "We set out to deliver a high-quality action-adventure based on Norse mythology that would resonate with people of all ages across the globe, and we're proud to see that *Young Thor* is getting gamers excited."

Reviews from the gaming press have already begun to hit the web. "Young Thor is a new gem in the world of minis," said Kombo.com. And PS3Attitude wrote, "If you are hesitant to purchase a mini because you feel they don't give enough bang for your buck, this is the title that will change your mind. *Young Thor* is one of the best minis available on the PlayStation Network."

As Young Thor, you'll have to travel to both Midgard and Asgard, battling hordes of mythical monsters as you strive to put an end to Hel's evil designs. The three Norns – Urd, Skuld and Verdandi – have gone missing, leaving no one to tend to Yggdrasil, the World Tree. Can you save the day and restore balance? Do you have what it takes to be the mighty god of thunder?

For additional press inquiries about Frima Studio or any of its other titles and projects, please contact Job Stauffer ([jstauffer@reverbinc.com](mailto:jstauffer@reverbinc.com)) and Jerry Whitehead III ([jerry@reverbinc.com](mailto:jerry@reverbinc.com)) with Reverb Communications.

### **About Frima Studio**

Frima is an important game developer based in Quebec City, Canada. Since 2003, the company has been developing countless world-class products for the Web, Wii, Xbox, DS, TV and mobile markets. Frima's clients include world-renowned names such as EA, Build-A-Bear Workshop, Warner Brothers and Nickelodeon. With over 265 artists and programmers to develop our products, Frima produces high-caliber games that are as remarkably outstanding artistically as they are technically. For more information, please visit [www.frimastudio.com](http://www.frimastudio.com).