



## ***iNetMania* Features Major Marketing Gurus**

*Check out special in-game appearances from internet marketing experts such as Neil Patel, Jeremy Shoemaker and Guy Kawasaki*

**Phoenix, Arizona – April 24, 2009** – TechPad Productions, a social media research and online publication company, announced today that their game for the Apple® iPhone™ and iPod® touch, [iNetMania](#), is proud to feature special guest appearances from some of the most famous internet marketing people in history. Among the special guest stars include Neil Patel, Jeremy Shoemaker and Guy Kawasaki.

Neil Patel is a marketing phenom born in 1985 in London. At the young age of 18, he founded ACS, a company that specialized in internet marketing for Fortune 1000 companies as well as startups. He has worked with such giant companies as General Motors, HP, Samsung, AOL, and Viacom and helped them with search engine optimization and social media marketing.

Jeremy Shoemaker (A.K.A. – “ShoeMoney”) is a walking, breathing example of the new American Dream. With literally no startup capital, Shoe educated himself in the ways of e-commerce and built several sites from the ground up. He is currently one of the most sought after speakers at search engine marketing and affiliate conventions. He became an e-celebrity when he posted a picture of himself next to a \$132,994.97 check from Google for one month’s worth of click-through ads.

As one of the chief architects of the original marketing plan for Apple’s massively successful Macintosh, Guy Kawasaki is a living legend. After leaving Apple in 1987, Guy became CEO of ACIUS, which produced the popular 4<sup>th</sup> Dimension database program. His blog, “How to Change the World,” is among the top 100 most popular blogs in the world and has written some of the highest regarded books about internet marketing.

***iNetMania*** is based upon TechPad’s popular board game, ServerMania, which features players competing to build a successful web hosting company and finish with the most money at the end of the game. ***iNetMania*** uses a similar format and rule set as the award-winning board game, but instead of a web hosting company, your goal is to create a successful website!

In ***iNetMania***, you compete with up to three other players (either in hot-seat mode with human controlled opponents or an intelligent computer-controlled AI) all the way from the start-up phase to the finish line, with plenty of highs and lows (or “Spikes and “Slumps”) along the way. Increase your web traffic with savvy rolling, lucky card draws and strategy, as more visitors translate into more money – the player with the largest pile of cash at the end of the game wins!

Neil Patel and Jeremy Shoemaker will both have a chance of appearing in the game as “Spikes” – cards you can draw when landing on a Spike space that will give you a significant bump in visitors to your site. Guy Kawasaki appears as one of the several Achievements within ***iNetMania***, and it is one the toughest to earn and is only for the very top sites that garner an insane amount of visitors!

The [iPhone game](#) iNetMania is currently available on the Apple App Store for a special limited time only price of \$2.99, and Apple has placed it in the prominent “New and Noteworthy” section of the App Store for well over two weeks. To check out the app, please visit <http://itunes.inetmaniagame.com/>. For more information about TechPad Productions, please visit: [www.techpadproductions.com](http://www.techpadproductions.com). To learn more about ***iNetMania***, please visit: [www.inetmaniagame.com](http://www.inetmaniagame.com).

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**About TechPad Productions:**

TechPad Productions is part of TechPad Agency, a social media research and online publication company. TechPad Productions owns and operates [www.TheGameReviews.com](http://www.TheGameReviews.com), one of the fastest growing online video game communities, and publishes video games for the Apple iPhone and iPod touch platforms. For more information visit [www.TechPadProductions.com](http://www.TechPadProductions.com) or [www.iNetManiaGame.com](http://www.iNetManiaGame.com)

**Tech Pad Agency Media Contact:**

Jerry Whitehead III  
Reverb Communications  
(209) 586-1495 x111  
[jerry@reverbinc.com](mailto:jerry@reverbinc.com)