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PHANTOM EFX

Phantom EFX Heads to Ancient Egypt with 2010's Fall Reel Deal Lineup – *Mysteries of Cleopatra* and *Valley of the Kings*!

*The world's #1 publisher of casino games adds the next iterations in its best-selling **Reel Deal Slots** and **Reel Deal Casino** franchises*

Cedar Falls, Iowa – July 7, 2010 – Phantom EFX, the world's leading developer and publisher of PC based casino and card game titles, announced today the two new fall installments for its genre-defining **Reel Deal** franchise – **Reel Deal Slots: *Mysteries of Cleopatra*** and **Reel Deal Casino: *Valley of the Kings***. Both titles are due out later this fall for Windows-based PC and will be available at major retail and online outlets, including Phantom's digital storefront.

"With each new batch of Reel Deal titles, we always try to not only up the ante in terms of quality and gameplay offerings, but also in fun and interesting new settings, and this fall's titles do both of those in spades," said Aaron Schurman, CEO of Phantom EFX. "We can't wait for all of our fans and gamers everywhere to take an exciting trip back to ancient Egypt by playing the best slots and table games available anywhere!"



Reel Deal Slots: *Mysteries of Cleopatra* will have gamers delving into the life of one of history's most famous females, with tons of high-paced slot action that Phantom EFX is known for! Get ready to experience 26 exciting all-new slot machines, each featuring unique art themes and bonus payouts and each with exhilarating celebrations for the big wins and jackpots. Also new to ***Mysteries of Cleopatra*** is an addictive new achievement system with unlockable goals for each machine, and a brand new Prize Vault, which has players

earning dice rolls from playing slots. These rolls are then used as turns on the Pyramid Board Game to earn cash, prizes and unlock new slots!



Experience the best casino Egypt has to offer with **Reel Deal Casino: Valley of the Kings!** Phantom's exclusive partnership with Shuffle Master™ allows gamers to experience all their patented favorite games (such as Ultimate Texas Hold'Em, Three Card Poker, Let It Ride and many more) as well as casino mainstays such as blackjack, craps, roulette, a sports and race betting book and more. Become a Grand Master by competing in tournaments, and earn game-specific achievements and dice rolls for the Pyramid Board Game by simply playing!

Founded in 1998 and headquartered in Cedar Falls, Iowa, Phantom EFX is the world's leading game developer and publisher of interactive card and casino entertainment titles for PC and Mac. Both **Reel Deal Slots: Mysteries of Cleopatra** and **Reel Deal Casino: Valley of the Kings** are launching later this fall for the retail price of \$19.99, and both are rated T for Teen by the ESRB.

For more information about **Reel Deal Slots: Mysteries of Cleopatra**, **Reel Deal Casino: Valley of the Kings**, the **Reel Deal** franchise or Phantom EFX, please visit www.phantomefx.com.

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ABOUT PHANTOM EFX:

Phantom EFX is a software entertainment company that creates ultra-realistic experiences that come to life on PCs, mobile devices and consoles. Phantom EFX, with top-notch talent, facilities, resources, and a relaxed Midwest atmosphere, has the vision and capabilities to continue to successfully produce titles that are fresher, more entertaining and graphically superior to the present market offerings. For more information about Phantom EFX, please visit: www.phantomefx.com.

MEDIA CONTACT:

Jerry Whitehead III
Reverb Communications
(209) 586-1495 ext. 111
jerry@reverbinc.com