



**\*\*\*MEDIA ALERT\*\*\***



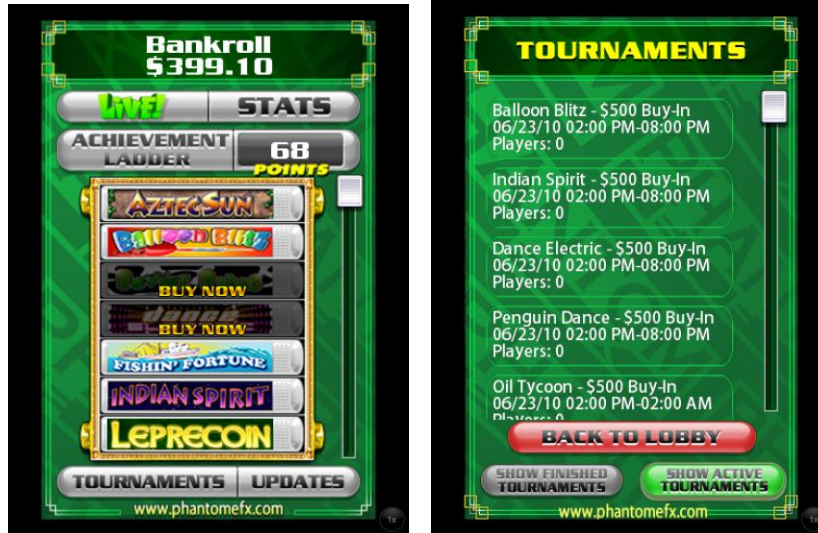
## **Phantom EFX Delivers Yet Again on the Apple® App Store with #1 Reel Deal Slots Club**

*Transfer points to **Reel Deal LIVE** and download additional slots, available now and absolutely free!*

**Cedar Falls, Iowa – July 29, 2010** – From one of the world's leading developers and publishers of casino and card based videogames, Phantom EFX, comes an all-new application on the Apple® App Store, **#1 Reel Deal Slots Club**! Available now for the iPhone™ and iPod® touch, **#1 Reel Deal Slots Club** serves as a mini app store for all of Phantom's fantastic slot machine apps. And considering that many of Phantom's originally developed slot games have been adapted into real life full-fledged machines used in real world casinos, gamers can rest easy knowing they're getting the highest quality gaming apps around!

Do you enjoy playing the slots? Love that feeling you get when you're playing with the highrollers in Vegas? Then **#1 Reel Deal Slots Club** is your one stop shop for all of your favorite slot games! With ground-breaking graphics and realistic programming from the #1 casino genre publisher, you'll enjoy all the fun of a trip to Vegas at your fingertips! Convenient and easy to use, **#1 Reel Deal Slots Club** is a great way to get a hold of your favorite games and hit the big jackpot without ever wagering any real money! And if you play Phantom EFX's huge virtual casino MMO, **Reel Deal LIVE** ([www.reeldeallive.com](http://www.reeldeallive.com)), you're in luck, as points can be transferred from your games purchased here to your **LIVE** account with ease.

**#1 Reel Deal Slots Club** can be found on the Apple App Store for a free download here: <http://itunes.apple.com/us/app/1-reel-deal-slots-club/id366342492?mt=8>



**#1 Reel Deal Slots Club** features include:

- Both Dream World and Real World odds
- Detailed statistics: win rates, average winning, best streaks
- Exciting achievements and progression inclusion
- Enter tournaments and compete with friends
- Low power mode for long trips and extended gaming sessions

For more information about **#1 Reel Deal Slots Club** or any of Phantom EFX's other mobile applications, please visit [www.phantomefx.com/mobile/](http://www.phantomefx.com/mobile/). For more information about **Reel Deal LIVE**, please visit [www.reeldeallive.com](http://www.reeldeallive.com). For any media requests, please contact Jerry Whitehead III with Reverb Communications at [jerry@reverbinc.com](mailto:jerry@reverbinc.com).