



# PHANTOM

## **From the Pyramids of Egypt, Phantom EFX Launches its 2010 Fall *Reel Deal* Lineup – *Mysteries of Cleopatra* and *Valley of the Kings*!**

*Order through the Phantom EFX Store and receive free shipping on the latest iterations in the genre-leading **Reel Deal** franchise*

**Cedar Falls, Iowa – September 7, 2010** – Phantom EFX, a leading developer and publisher of PC based casino and card game titles, announced today the release of the two new fall installments for its best-selling **Reel Deal** franchise – **Reel Deal Slots: Mysteries of Cleopatra** and **Reel Deal Casino: Valley of the Kings**. Available now for Windows-based PC, **Reel Deal Slots: Mysteries of Cleopatra** and **Reel Deal Casino: Valley of the Kings** can be purchased at major retail and online outlets, including free shipping when purchased from Phantom’s digital storefront ([store.phantomefx.com](http://store.phantomefx.com)).

With plenty of attention already in top gaming magazines such as *Life After 50*, *Southern Gaming and Destinations*, *Strictly Slots*, *Casino Player*, *New England Gaming News*, *Southern California Gaming Guide* and *Gaming South*, these two titles are prime examples why Phantom EFX continues to be a leader in the casino gaming space.

“With our new Fall Reel Deal lineup, we wanted to continue to deliver the top-quality casino simulations and exciting games and payouts that our fans and customers have come to expect,” said Aaron Schurman, CEO of Phantom EFX. “Mysteries of Cleopatra and Valley of the Kings are some of our most polished titles to date, packing tons of exhilarating slots, table games, all new progressive payouts and enhanced graphical interfaces that you’ll only find in Phantom titles...and customers ordering from our digital storefront will receive free shipping!”



Dive into the Egyptian realm of **Reel Deal Slots: Mysteries of Cleopatra** and experience high-paced slot action alongside one of history's most famous females! Featuring 26 all new slots, unlockable goals for each machine, an abundantly filled Prize Vault and extra bonus content in the Tomb of the Lost Slots, **Mysteries of Cleopatra's** new achievement system allows gamers to earn dice rolls just by playing slots! Players can then use these dice rolls as turns on the Pyramid Board Game to earn a plethora of cash, prizes and even unlock new slots. With outrageously artistic themes and bigger bonus payouts, the 26 all-new slot machines offer players a chance to win big and take home the jackpot! Plus, when players of **Reel Deal Slots: Mysteries of Cleopatra** download Phantom's latest FREE iPhone and iPod touch app, **#1 Reel Deal Slots Club** (<http://itunes.apple.com/us/app/1-reel-deal-slots-club/id366342492?mt=8>), they'll receive two extra free slots automatically for **#1 Reel Deal Slots Club**.



**Reel Deal Casino: Valley of the Kings** showcases Phantom's long-standing partnership with Shuffle Master™ and features patented game favorites such as Three Card Poker, Let it Ride, Texas Hold'Em and many more, plus a variety of brand new slot machines and extra bonus content in the Tomb of the Lost Slots! Players take on the ultimate challenge by competing in tournaments where they can earn game-specific achievements and dice rolls for the Pyramid Board Game. With a wide range of classic games to choose from such as blackjack, craps and roulette, players are guaranteed the ultimate Egyptian casino experience. And with all **Valley of the Kings** purchases, players will gain an additional four slots, absolutely free!

Both **Reel Deal Slots: Mysteries of Cleopatra** and **Reel Deal Casino: Valley of the Kings** are available now 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](http://www.phantomefx.com).

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#### **ABOUT PHANTOM EFX:**

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. Phantom EFX is a software entertainment company that creates ultra-realistic experiences that come to life on PCs, mobile devices and consoles. With top-notch talent, facilities, resources, and a relaxed Midwest atmosphere, Phantom EFX 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](http://www.phantomefx.com).