



*****MEDIA ALERT*****



New Floors and More Heading to *Reel Deal LIVE!*

The first casino MMO gets loads of new content, new achievements and new prizes

Cedar Falls, Iowa – September 9, 2010 – Get your virtual bankrolls ready! Phantom EFX, a leading developer and publisher of PC based casino and card game titles, announced today a bevy of recent updates to its casino-themed massively multiplayer online (MMO) game, ***Reel Deal LIVE!*** Constructed in full 3D, ***Reel Deal LIVE!*** is a completely virtual, online community where gamers can socialize, place bets and experience the “high roller” life without ever wagering a dime.

To coincide with the recently released ***Reel Deal Slots: Mysteries of Cleopatra*** and ***Reel Deal Casino: Valley of the Kings*** (both of which launched earlier this week on September 7, 2010), ***Reel Deal LIVE!*** is adding the following updates:

- **New Floors** – An entirely new floor is being added to the casino that will have all the new slots and table games from both ***Mysteries of Cleopatra*** and ***Valley of the Kings*** on the same floor! This Egyptian themed floor is easier to navigate and packed with cool new sights and sounds.
- **Floor One Revamp** – On September 7th, a new version of Floor One of the Casino (Blackbeard's era) was revealed, as well as new access to the Mall (where you can buy all sorts of items for your avatar and high roller suite), easier navigation to the Slot Club (the Download Lobby), and an overall easier flow of movement from floor to floor.
- **Brand New Achievements** – Hundreds of achievements have been added to the game! Both ***Mysteries of Cleopatra*** and ***Valley of the Kings*** launched with achievements that already fit into ***LIVE!***, and players will gain up to 25 achievements on every new slot and table game, helping propel their characters to new heights!
- **New Prize Vault** – ***Reel Deal LIVE!*** offers up a new prize vault each year, and this year is no different, featuring some of the craziest, zaniest and downright coolest prizes to date.

- **Menu Version** – September 7th marks the first time that **LIVE** can be played from either the traditional 3D mode OR a two-dimensional menu-driven state. This option was implemented to help players that have poor frame-rates, or do not have the correct hardware to run **LIVE**. Certain aspects of **LIVE** (such as the Pirate Adventures and Charm Quests) will be available in 3D mode only.
- **Table Game Tournaments** – Woot! Table Game tournaments are now live in **LIVE**!
- **New Batch of Charm Quests** – Dozens and dozens of new quests, with all new and more powerful loot!

Reel Deal LIVE offers players the opportunity to take their character from a simple tourist in a casino to one of the most powerful gamblers around. With **Reel Deal LIVE**, players are given incredible casino quests, unique friendship opportunities and the freedom to master their own gaming universe.

More updates to **Reel Deal LIVE** are planned for the future, as Phantom EFX continues to craft it into a leading online gaming and social destination. For more information, please visit: www.reeldealliveonline.com. For any media inquiries regarding Phantom EFX or **Reel Deal LIVE**, please contact Jerry Whitehead III with Reverb Communications at jerry@reverbinc.com.