

FOR IMMEDIATE RELEASE

## PUBLISHER X KICKS OFF “HYDROTILT XL” BUILDER BATTLE

*A Monthly Giveaway to Reward Creative Players With a \$100 iTunes Gift Certificate*

**SAN FRANCISCO, Calif. – July 1, 2009** - Publisher X, a videogame publisher committed to providing entertaining and innovative titles through the growing digital distribution channel, is proud to announce that it has launched the **HydroTilt XL Builder Battle**! Starting in July, Publisher X will give away one \$100 iTunes gift certificate to the player who develops the most downloaded **HydroTilt** playable level for that month.

In order to be eligible for the giveaway, each participant must create and submit a playable level to the official **HydroTilt XL** website. User generated levels will be posted on the site under “*Top Ten Level Packs*,” and at the end of each month, the participant with the most number of downloads will be chosen to receive the \$100 iTunes gift certificate.

"Since we first launched the XL Level Editor we've been looking for a way to encourage players to share their originality with other HydroTilt fans," said Mel Kirk, Director of Marketing for Publisher X. "The Builder Battle encourages players to show off their creativity to the world, and other players can 'vote' by downloading."

**HydroTilt XL Builder Battle** is a contest exclusively for **HydroTilt XL** owners. Additional information regarding the giveaway is available at [www.HydrotiltXL.com](http://www.HydrotiltXL.com).

Developed by Codeglue, **HydroTilt XL** is available for the Apple® iPhone™ and iPod® touch through the [App Store](http://App Store) for \$4.99. For more information about Publisher X or its products, please visit: [www.publisherx.com](http://www.publisherx.com).

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### **ABOUT PUBLISHER X:**

Publisher X is a growing global publisher of digitally downloadable interactive software. With strong development studio partnerships and an exclusive focus on digitally downloadable titles, Publisher X is in a strategic position to successfully launch new brands and proven IPs within the videogame space. For more information about Publisher X, please visit: [www.publisherx.com](http://www.publisherx.com).

### **ABOUT CODEGLUE:**

Founded in 2000, Codeglue is a Dutch game development studio that specializes in pick-up-and-play arcade games for mobile, handheld devices, and emerging console platforms. Codeglue develops premium licensed and original home grown games with devotion towards playability, multiplayer functionality, and driving communities. Codeglue is an Xbox 360, Playstation3, Nintendo Wii, Nintendo DS and Apple iPhone/iPod touch approved developer bringing our craftsmanship to these popular platforms.

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