

FOR IMMEDIATE RELEASE



## ***“HAPPY TREE FRIENDS: SLAP HAPPY” ROLLS, TUMBLES AND BLEEDS ONTO THE APP STORE***

*A New iPhone Game Application Inspired by the Animated Shorts from the Cult Sensation “Happy Tree Friends”*

**SAN FRANCISCO, Calif. – December 16, 2009** – Publisher X, a videogame publisher committed to providing entertaining and innovative titles through the growing digital distribution channel, and Mondo Media are pleased to announce that ***Happy Tree Friends: Slap Happy*** is available now for Apple® iPhone™ and iPod® touch.

“Our team has put a lot of hours and hard work into developing this title making certain to stay true to the irreverent humor and cartoon violence that has become a staple of the series,” said Mel Kirk, Director of Marketing for Publisher X. “Regardless if you're a die-hard fan or a newbie to the series, Slap Happy promises to deliver fun and twisted entertainment that you’ll be dying to show your friends, making it an essential addition to your iPhone library.”

Developed by the award winning studio Codeglue, ***Happy Tree Friends: Slap Happy*** is a unique game application that puts your very own cute, cuddly and unsuspecting Happy Tree Friend in the palm of your hand. Tease and play with your furry friend, but be sure to keep your little pal safe and out of harm’s way because you never know when crazy things are bound to happen!

Taking full advantage of the iPhone and iPod touch, ***Happy Tree Friends: Slap Happy*** extends the different circumstances that ***Happy Tree Friends*** characters can experience and that fans have come to love and expect from the series. To learn more about the ***Happy Tree Friends*** series or to join the dedicated, multi-million strong fan-base of the cult cartoon classic, please visit: <http://htf.atom.com>.

***Happy Tree Friends: Slap Happy*** is available through the [App Store](#) for \$0.99. To learn more about the game, please visit: [www.happytreefriends.com/slaphappy](http://www.happytreefriends.com/slaphappy).

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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 MONDO MEDIA:**

With over 30 million show views per month across all platforms, Mondo Media is the 6th most-viewed YouTube branded channel partner and the number 1 most downloaded video podcast on iTunes. Mondo Media has pulled over 500 million show views since launch with its flagship property, "Happy Tree Friends", boasts 900,000+ online members, global TV distribution in over 30 markets and has sold over 1 million DVDs worldwide to-date. Mondo Media's branded distribution partners include YouTube, Hulu, MySpace, Dailymotion, Metacafe, Bablegum, iTunes, iPhone and Joost.

**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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