

TECHPAD PRODUCTIONS ANNOUNCES STRATEGIC PARTNERSHIP WITH REVERB COMMUNICATIONS

*Veteran Videogame Agency to Guide Web Development Company's
Launch onto Apple Platform*

Phoenix, Arizona – November 11, 2008 – TechPad Productions, a social media research and online publication company, announced today that it has hired Reverb Communications to handle strategic marketing and public relations initiatives for the launch of their new game [iNetMania](#). [iNetMania](#), based on the award winning boardgame ServerMania, is currently in development for the Apple® iPhone™ and iPod® touch in December 2008.

“Reverb has a proven track record for launching videogames, specifically to the Apple audience,” said Ben Fisher, co-founder of TechPad Productions. “Their strategic thinking and success in navigating the videogame software development cycle made them a natural choice for us and I’m excited to have them help us launch iNetMania.”

Reverb Communications has extensive experience launching titles for the App Store, including its work with six platform launch titles from Publisher X as well as **Cro-Mag Rally**, **Bugdom 2** and the award winning **Enigmo** from Pangea Software. The agency is also well known for its current work on MTV Games’ award-winning music videogame franchise **Rock Band®**, which includes **Rock Band®**, **Rock Band® 2** and **AC/DC Live: Rock Band Track Pack**. Reverb Communications also previously worked on **Guitar Hero™** and **Guitar Hero II**.

“ServerMania is a brilliant board game and the iPhone version looks terrific,” exclaimed Tracie Snitker, founder and vice president of public relations of Reverb Communications. “iNetMania is a super fun title that stands out on the App Store. We’re all looking forward to helping them grow across various platforms.”

Based in Avondale, Arizona, TechPad Productions is the creator of the award winning board game **ServerMania**. **ServerMania** was developed as a promotional piece by TechPad Productions for the 2007 HostingCon tradeshow. The game has been recognized by the International Academy of the Visual Arts (IAVA), with a gold Davey Award as one of the best, most innovative promotional pieces in the “Print and Collateral” category. Because of their success in the gaming industry, TechPad Productions has decided to extend their innovation to the App Store with their new game [iNetMania](#).

For more information on TechPad Productions, please visit www.techpadproductions.com

For more information on Reverb Communications, please visit www.reverbinc.com.

#####

About TechPad Productions:

TechPad Productions is part of TechPad Agency, a social media research and online

publication company. TechPad Productions owns and operates www.TheGameReviews.com, one of the fastest growing online video game communities, and publishes video games for the Apple iPhone and iPod touch platforms. For more information visit www.TechPadProductions.com or www.iNetManiaGame.com

About Reverb Communications:

Reverb Communications is an agency that specializes in launching video game software and peripherals. The agency combines public relations, marketing and sales programs to develop customized communications campaigns that directly contribute to our client's bottom line. For more information about Reverb Communications please visit www.reverbinc.com

Tech Pad Agency Media Contact:

Jerry Whitehead III
Reverb Communications
(209) 586-1495 x111
jerry@reverbinc.com