



## **Frima Studio's Critically-Aclaimed PSP System Hit *Young Thor* Now Available in Japan!**

**Quebec, Canada – November 29, 2010** – Frima Studio, a leading and award-winning multiplatform game developer based in Quebec, is pleased to announce that its highly-rated PSP® (PlayStation®Portable) title ***Young Thor*** has launched in Japan, marking the first time a Western mini has been translated and ported for Japanese users. ***Young Thor***, along with *Castle Crashers* and *Comet Crash*, is part of SCEJ's (Sony Computer Entertainment Japan) Western Game Buyer Selection initiative to promote Western games to Japanese gamers, and is now available for 500 Yen.

"While the Japanese market differs greatly from the European and North American markets that *Young Thor* has been so successful in, we feel strongly that a great game with solid foundational mechanics, tight gameplay and a sense of fun and adventure has universal appeal," said Steve Couture, CEO of Frima Studio. "We're honored to be among the first ever group of games brought over by SCEJ and we can't wait for Japanese gamers to get their hands on one of the best and most original titles playable on their PSP systems."

Hailed by many media outlets as one of the best minis of all-time, ***Young Thor*** casts players in the titular role, traveling through Midgard, the world of men, and Asgard, the realm of the gods, in a quest to restore balance. Unleash over a dozen different attacks and tremendous magical powers on the myriad of enemies under Hel's command. Explore unique and vast environments in search of godly artifacts that will help you save the world. Level up, defeat Hel and her two cursed allies Ratatoskr and Nidhogg to rescue the sacred Norns. It's hammer time!

For more information about ***Young Thor***, please visit [www.youngthor.com](http://www.youngthor.com). For more information on Frima Studio, please visit [www.frimastudio.com](http://www.frimastudio.com).

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**About Frima Studio:**

Frima is a prominent game developer based in Quebec City, Canada. Since 2003, the company has been developing countless world-class products for the Web, Wii, Xbox 360, PlayStation®3 computer entertainment system, PSP System, DS, Facebook, iPhone, iPad, TV and mobile markets. Frima's clients include world-renowned names such as Electronic Arts, Build-A-Bear Workshop, Warner Brothers and Nickelodeon. With over 265 artists and programmers to develop our products, Frima produces high-caliber games that are as remarkably outstanding artistically as they are technically. For more information, please visit [www.frimastudio.com](http://www.frimastudio.com).

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