

BATTLE BEARS
v1.5



free app a day
to jumpstart your day!

Top-selling BATTLE BEARS iPhone game goes over 2,000,000 combined downloads. Gives away game for FREE for one day in collaboration with OpenFeint & FreeAppADay.com.

Omaha, Nebraska (January 28, 2010) – Grab your BearZooka and Unicorn Crossbow... **BATTLE BEARS 1.5: ZOMBIES!**, the award-winning iPhone game, will be free on the iTunes App Store this Friday in celebration of surpassing 2,000,000 *paid & free* downloads!

★★★★★ "Best Games of the Year" – TouchArcade

★★★★★ "Top 100 iPhone Games of 2009" – iLounge

[BATTLE BEARS](#) is unlike any App out there. It has an epic & wacky storyline about a teddy bear named OLIVER, who's armed to the tilt defending himself against hordes of zombie pink teddy bears trying to "Hug Him to Death". The game became the No.1 action & adventure game on iTunes in its first week. It's been called a "disruptive force" and part of the wave of innovative games that fueled the explosion of the Apple iPhone, iPod Touch, and the just-announced iPad which is also capable of playing high-end 3D games like BATTLE BEARS.

"What started as promo game for my movie screenplay became a hit iPhone game! It was an overnight success I never expected."

*BATTLE BEARS creator,
Benjamin Vu*

Benjamin Vu, animator and founder of SkyVu Pictures, wrote the original BATTLE BEARS screenplay while he was a student at CalArts, long before the introduction of the iPhone. Vu says, "It's humbling to know that over 2,000,000 people have experienced a part of the BATTLE BEARS story. I'm very excited about Friday's give away because it will give even more people a chance to play our unique game." SkyVu Pictures is already in production of the next BATTLE BEARS iPhone game which will address many of the suggestions submitted by fans on the BattleBears.com website and the [BATTLE BEARS Facebook Fan Page](#).

[OpenFeint](#), the leading mobile games community, will be featuring BATTLE BEARS as their **Free Game of the Day**. While BATTLE BEARS will be one of the highest ranked apps ever to be featured on the popular website www.FreeAppADay.com.

"OpenFeint is excited to highlight Battle Bears as a Free Game of the Day in our standalone iPhone App." said Eros Resmini, VP Marketing & Developer Relations at Aurora Feint, the company behind OpenFeint. "Going free for a day is a great way to help players discover new games and for developers to quickly add new players."

"FreeAppADay campaigns have so far been an effective mean to both enhance App Store visibility as well as facilitate customer acquisition "said Joe Bayen, CEO at ICS Mobile and co-founder at FreeAppADay.com." The FreeAppADay community is very demanding and I am sure they will be delighted with such a great title."

BATTLE BEARS 1.5: ZOMBIES! is normally priced on iTunes for \$1.99. It will be available for free worldwide on Friday, January 29.

About SkyVu Pictures, Inc.

[SkyVu Pictures](#) is an animation company started by Benjamin Vu, a **CalArts** graduate and animator on the Golden Globe nominated **CORALINE**. With studios in the U.S., Singapore and Vietnam, SkyVu's international production system allows it to rapidly produce original content for film, TV, and mobile devices.

About FreeAppaDay.com

FreeAppaDay.com is a unique iPhone application website built to facilitate application discovery as well as offer a centralized location for iPhone enthusiasts and developers of polished iPhone applications.

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