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Blitz Arcade line-up

Press Release PROVIDED BY GAMES PRESS

Blitz Arcade, the casual gaming division of Blitz Games Studios today unveiled a portfolio of new titles developed exclusively for digital download platforms. Each of the games will be showcased at the forthcoming Casual Connect conference in Seattle from July 23-25th.

The five original titles, CodaChain, KrissX, Buccaneer, Droplitz and Encleverment Experiment, have been developed to work across PC and console digital distribution platforms.

Chris Swan, Director of Blitz Arcade, commented, "Since forming the Arcade division we've created an innovative and varied range of games for the casual audience. This first batch of games, together with the previously released SpongeBob Squarepants: Underpants Slam! on XBLA, demonstrates our ability to capture the essence of games that have instant appeal."

Two of the games – Droplitz and Encleverment Experiment – have been developed from concepts by employees of the company. CodaChain, a winner of the well-known 'Dare to be Digital' competition, was acquired by the studio and further developed by the Blitz Arcade team. KrissX and Buccaneer have been developed in partnership with two external developers.

Philip Oliver, CEO and co-founder of Blitz Games Studios added, "This is a fascinating time – the rapidly growing casual games market reminds me in lots of ways of what it used to be like in the early days of the games industry. It is a great way to encourage and develop talent from within our company. Giving staff the opportunity to have their own ideas realized as full games is a very strong motivator and good for the studio as whole. The division is also allowing us to work in partnership with some very talented grass-roots developers."

To make an appointment with Blitz Arcade at Casual Connect please contact: Steve Stopps, Project Director – sstopps@blitzarcade.com

About the games:

Join Wordsworth the Owl in a series of fiendish and brain bending word games. Rearrange the letters to complete a variety of crossword-style games against the clock. Succeed, and you'll unlock challenging and exciting new games! With its beautiful presentation and pick-up-and-play appeal, KrissX is immediately accessible to everyone! So if you like crosswords, you'll love KrissX!

Encleverment Experiment

The Professor invites you to join him in the lab for a series of brain-teasing experiments! Test your reflexes, memory, visual acuity and mental dexterity with a variety of fun challenges! Purchase and collect over 50 hilarious mascots to join you in the competition! A stylish and appealing game with local/online multiplayer for

up to 4 players ensures that this title will be a hit with everyone!

Spread terror on the high seas as you strive to become the most infamous pirate captain of all time! Sink ships; steal booty and watch as seaports crumble in the onslaught of your cannon-fire! *Buccaneer – The Pursuit of Infamy* is an exciting ship-based shoot 'em up for up to twelve players, combining intuitive and addictive gameplay with stunning graphics! Sail the seven seas, on- or offline; meet new and interesting people – and sink them!

Droplitz

Can a game be too addictive? Find out with *Droplitz*, an engaging and intuitive game that will captivate players for hours at a time. Rotate the dials to create paths for the *Droplitz* to reach the collectors. Making multiple paths simultaneously earns score combos and generates even more *Droplitz*! As the speed of the game increases, settle into the zone and enjoy the sights and sounds of this atmospheric and challengingly addictive game.

CodaChain

The sinister Silencers have come to Tremolo Town and are trying to abolish music, creativity and fun! Only Clef, Tremolo's leading DJ, can bring the townsfolk together to fight back against the evil invaders! *CodaChain* creates a unique brand of fun and addictive gameplay through innovative mechanics. Gather a chain of people, each one bringing their own special abilities to the party. Use different combinations of diverse characters to pass puzzles, overcome obstacles and mix music, as each person adds a new track to the game's fully interactive tunes! The game features stunning graphics, a 10 chapter single player story mode, over 30 unlockable challenges and multiplayer modes for 2 to 4 players on- and offline; hours of fun for gamers of all ages! Just remember – you'll never beat the Silencers without the help of your friends; sign up and join the *CodaChain*!

Blitz Games Studios continues to invest heavily in its proprietary technology 'BlitzTech.' The company is also at the forefront of a growing band of developers working increasingly closely with the UK's educational system to inspire and teach the developers of the future.

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Award-winning Blitz Games Studios is based in Leamington Spa, UK and was founded in 1990 by twin brothers Andrew and Philip Oliver. The company is now one of the largest independent video games developers in the world, with divisions creating casual games, mature games and serious games as well as the high-profile licensed family games for which the company has historically been well-known.

Blitz Games Studios is also a world leader in advergaming, having released one of the most successful branded games promotions of all time with the three games developed for Burger King selling well over 3.2 million copies in less than 10 weeks across the US and winning the advertising industry's top Golden Clio award.

The company continues its huge, long-term investment into BlitzTech, its in-house technology, which provides one of the best game development environments of any independent developer in the world for all major platforms, including: PlayStation®3, PSN, Xbox 360, XBLA, Nintendo Wii®, WiiWare®, PlayStation®Portable, PlayStation®2 and PC.

www.BlitzGamesStudios.com



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