

FOR IMMEDIATE RELEASE

Earn to Die's Halloween Update now Live on the App Store

Sydney, Australia - October 25, 2012 - Not Doppler is proud to announce that the Halloween Update for Earn to Die and Earn to Die HD is now live on the App Store. The App, which has enjoyed over 100,000 paid downloads since its September 20 launch, sees players unlocking and upgrading vehicles as they drive their way through a zombie apocalypse.

Pumpkin Smashing Fun

The Halloween Update adds a new element to the mix - pumpkins, 190 of them! In the brand new Halloween Mode, players will not only be driving their way through hordes of zombies, but will also try to smash their way through pumpkins spread across the eight stages that players had previously unlocked in Story Mode.

Not all the pumpkins will be within ease of reach, and players will need to showcase some true skill in order to smash some stowed away in hard-to-reach places. Those skilful enough to do so, will earn Game Center achievements.

All eight vehicles and all upgrades that players had unlocked in the game's original Story Mode will be available at your disposal as you embark on the mission to smash those pumpkins!

Halloween Mode Now Available

There are no in-app purchases within Earn to Die, and the Halloween Mode update comes as a free update to the game, available for \$0.99 on the App Store (with a HD version available for \$2.99).

Media Kit: http://i.notdoppler.com/earntodie/press/earntodie_mediakit.zip

Game Info Page: <http://notdoppler.com/earntodie>

Halloween Mode Promo Video: <http://www.youtube.com/watch?v=LHJYjGX-ccQ>

Earn to Die: <http://itunes.apple.com/us/app/earn-to-die/id554937499?mt=8>

Earn to Die HD: <http://itunes.apple.com/us/app/earn-to-die-hd/id554941343?mt=8>

About Not Doppler:

Not Doppler is a Sydney-based game publisher. Since 2005, Not Doppler has become well established in the Flash gaming sector, helping fund and sponsor over 120 original Flash titles. In 2012, Not Doppler made its entrance into mobile and tablet publishing by teaming up with independent game studio Toffee Games to bring their hit Flash title Earn to Die to the App Store.

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For any media questions or enquiries please feel free to contact us by emailing john AT notdoppler.com