

**FOR IMMEDIATE RELEASE**

## **Earn to Die's 100,000 Players to Get Free Pumpkin-Smashing Halloween Update**

**Sydney, Australia - October 22, 2012** - After generating over 100,000 paid-downloads in its first month, Not Doppler today announced that it will bring a brand new Halloween Mode to their hit zombie-smashing driving game Earn to Die, set to launch as a free-update this Thursday October 25.

Halloween Mode sees players return to the levels they unlocked in Story Mode, allowing them to use any vehicle and any upgrade to smash through a series of 190 pumpkins scattered across the eight levels and unlock Game Center achievements along the way.

Not all pumpkins will be within ease of reach either - and players will need to skillfully drive their way through each level in order to hit some hard-to-reach pumpkins.

Earn to Die is available on the App Store on iPhone and iPod Touch for \$0.99 and on iPad for \$2.99. The Halloween Mode will arrive as a free update this Thursday October 25. There are no in-app purchases within Earn to Die on the App Store.

Originally a Flash game which enjoyed over 155 million plays online, the new-and-improved app version of Earn to Die was brought to mobile by Sydney-based publisher Not Doppler and Russian development studio Toffee Games on September 20.

A teaser trailer for the new Halloween Mode can be seen at the following location:

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

**Media Kit:** [http://i.notdoppler.com/earntodie/press/earntodie\\_mediakit.zip](http://i.notdoppler.com/earntodie/press/earntodie_mediakit.zip)

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

**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.

###

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