

FOR IMMEDIATE RELEASE:

After 155 Million Plays Online, Earn to Die hits the App Store this Thursday September 20

Sydney, Australia - September 17, 2012 - Australian game publisher Not Doppler has announced that the online Flash game hit Earn to Die - which has been played over 155 million times - will be hitting the App Store this Thursday September 20.

Earn to Die is an action-packed driving game in which the player must not only drive their way through each level, but smash through countless hordes of zombies along the way!

In addition to driving through hordes of zombies, as the game progresses the player will be able to unlock new vehicles, including a race car, a school-bus and even a hippie van! Best of all, each vehicle comes with a range of upgrades, allowing the player to customise their vehicle with boosters, guns, spiked frames and more.

The game, which will be available for iPhone and iPod Touch (\$0.99) and iPad (\$2.99 HD version with Retina support), is a new and improved version of the online Flash hit, containing new levels, new vehicles, and of course, new zombies.

Earn to Die is being published by Sydney-based publisher Not Doppler, and was developed in conjunction with Russian-based game studio Toffee Games. Earn to Die marks the first mobile and tablet venture for both companies.

YouTube Game Trailer: <http://youtu.be/RtkGS0sj80A?hd=1>

Press Page (with Media Kit): <http://www.notdoppler.com/earntodie/press.php>

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 marks its entrance into mobile and tablet publishing by bringing the hit Flash title Earn to Die to the App Store.

About Toffee Games:

Toffee Games is a game development studio based in the snowy fields of Siberia. Since launching in 2010, the studio initially focused on Flash game development, creating popular titles such as Earn to Die, Theme Hotel and The Last Shelter, which have generated over 200 million plays combined. Toffee Games is now focusing heavily on the mobile, starting with a completely reworked version of their hit game Earn to Die.

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