

FOR IMMEDIATE RELEASE

After chart-topping success on iOS, Earn to Die to land on Android this Tuesday March 12

Sydney, Australia – March 7, 2013 - Not Doppler and Toffee Games have today announced that their hit online and mobile game Earn to Die will be arriving on Google Play this Tuesday March 12.

The game series has seen massive success both online and on mobile. Since its September 2012 launch on the App Store, the iOS version has reached the Top 10 charts in 49 countries on iPhone, and in 38 countries on iPad. The original Flash version it was based on has now surpassed 210 million plays online.

Drive through a zombie apocalypse

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

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 Android version will contain all the features that users have come to love in the iOS version; with hours of zombie-smashing fun across three different game modes.

Pricing and Availability

Earn to Die will be available on Google Play this Tuesday March 12, pricing at \$1.19.

YouTube Game Trailer: <http://youtu.be/lhSfZg4RYmg?hd=1>

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

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

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, which became the #1 racing game on the iPhone in over 50 countries.

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 300 million plays combined. Toffee Games is now focusing heavily on the mobile, starting with Earn to Die for iOS and Android.

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