

FOR IMMEDIATE RELEASE

Earn to Die hits the App Store Top 10 in Eleven Countries, now optimized for iPhone 5

Sydney, Australia - September 27, 2012 - After one week on the App Store, Not Doppler's first mobile and tablet game Earn to Die has hit the Top 10 on the Paid Apps list in eleven different countries, and has now been updated with iPhone 5 optimization.

Earn to Die is a unique combination of the action and driving game genres, where players must not only steer their way through each level, but smash through hordes of zombies along the way!

Earn to Die now ranks on the App Store's top Paid Apps list at the following positions:

- Denmark (ranked 1st)
- Sweden (2nd)
- Austria (3rd)
- Australia (5th)
- New Zealand (6th)
- Canada (6th)
- United Kingdom (7th)
- Russia (6th)
- Ireland (7th)
- Luxembourg (7th)
- Netherlands (10th)

Earn to Die is also ranked as the **#1 racing game** on the top-paid list in all eleven aforementioned countries.

John Daskalopoulos, director of Not Doppler, commented "We are very happy with the initial success of Earn to Die on the App Store. The original Flash game it is based on has been played over 155 million times online, so it is great to see that the new and improved mobile version is being well received by players also."

iPhone 5 Optimization

The App has also been updated today optimized for the iPhone 5; allowing it to be played full-screen on the iPhone 5's larger screen resolution.

Further performance improvements to the App have also been made, resulting in reduced memory usage and better performance on older devices.

Earn to Die is available on the App Store at the following location:

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

An iPad version, Earn to Die HD, is also available:

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

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

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

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](mailto:john@notdoppler.com)