

## **FOR IMMEDIATE RELEASE**

### **Hit mobile game Earn to Die now available on Kindle Fire and Nook**

**Sydney, Australia – August 8, 2013** - Not Doppler and Toffee Games are pleased to announce that their hit online and mobile game Earn to Die is now available on Kindle Fire and Nook, after launching onto the Amazon Appstore and NOOK Bookstore.

The game series has proven to be a massive success both in its online and mobile incarnations. The game peaked in the Top 10 paid charts in 58 countries on iPhone and in 24 countries on Google Play, becoming the #1 paid racing game on both stores. The original online Flash version the game was based on has surpassed over 200 million plays online.

#### **Drive through a zombie apocalypse**

Earn to Die sees you stranded in the middle of a desert surrounded by zombies. With only a run-down car and a small amount of cash at your disposal, your mission soon becomes clear - to drive through hordes of zombies in order to escape!

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.

#### **Pricing and Availability**

Earn to Die is now available on the Amazon Appstore and the NOOK Bookstore for \$1.19 USD.

#### **Earn to Die on the Amazon Appstore:**

<http://www.amazon.com/gp/mas/dl/android?p=com.notdoppler.earntodieofficial>

**Earn to Die on the NOOK Bookstore:** <http://search.barnesandnoble.com/books/e/2940147138250>

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

**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/>

#### **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.

###

For any media questions or enquiries please feel free to contact us by emailing [john AT notdoppler.com](mailto:john@notdoppler.com)