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Contact:

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Wonderful Word Games Week Organizer

SIX INDEPENDENT IPHONE™ DEVELOPERS LAUNCH JOINT MARKETING CAMPAIGN TO PROMOTE THEIR GAMES

Six independent iPhone developers have kicked off an unprecedented joint marketing campaign to promote their games. *Wonderful Word Games Week* will run from May 22, 2009 to May 31, 2009 and will feature some of the best word games available on the iTunes App Store™. For the duration of the promotion, all games will be 99¢. The participating developers, in alphabetical order, are:

- Blue Ox (*Moxie*)
- Cerebral Gardens (*Wordology*)
- Imangi Studios (*Imangi, Imangi Word Squares*)
- Nimblebit (*Textropolis*)
- Semi Secret Software (*Wurdle*)
- Syed Jafri (*Stitch 'Em Words*)

“The iTunes App Store is a notoriously difficult place for small game developers that have one-person or two-person shops to get noticed,” according to Christopher York, spokesperson for the campaign. “With over 25,000 available Apps and no easy way for iPhone users to sort through them, many great games get overlooked unless they come from the large development houses that can afford expensive marketing campaigns.

“All of us make word games, but we’re really not competitors. In fact a customer who buys a game from one of us will likely enjoy any or all of the other games, so we have much more to gain by working together than by going it alone. To my knowledge we’re the first group of developers to try something exactly like this campaign, but we’ll probably not be the last. If independent developers hope to remain viable on the App Store, they will need to start getting more creative with their marketing.

“This promotion really is a team effort. For instance Ian (*NimbleBit*) is building the web site, Adam (*Semi Secret Software*) is doing graphic design, Dave (*Cerebral Gardens*) is providing bandwidth, and everyone else is pitching in too. Part of what makes this so amazing is that we’re all spread across the U.S. and Canada and a couple of weeks ago most of us had never even met each other.”

Gamers interested in learning more about *Wonderful Word Games Week* can visit the official web site at <http://www.wonderfulwordgames.com>. During the promotion all participating games will display a special icon badge on iTunes to identify themselves.

Additional Contact Information:

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