

Mediatonic at Developer Conference

Mediatonic Celebrate the Success of Must.Eat.Birds. With 365 Free Battenbergs for One Lucky Winner

20th July 2009

Mediatonic, the UK-based producer of social gaming content, has announced that it is celebrating the success of its first iPhone title, Must.Eat.Birds, with a unique competition to award a lucky winner an entire year's supply of Battenberg cakes. Currently in the top 20 games available from the App Store, Must.Eat.Birds was also featured as an App Store staff favourite.

To enter, contestants have to send a picture of themselves eating cake to Mediatonic. All entries will be judged by the Mediatonic team, with bonus points awarded for referencing Must.Eat.Birds somewhere within the picture, either by featuring birds, more cake or simply the game itself. Full details are available from the official Must.Eat.Birds website at: www.musteatbirds.com or entries can be sent directly to: showmethecake@mediatonic.co.uk

The competition is due to run from 20th July to the 31st August, with entries accepted from anywhere in the world. The only requirement on the winner's part is to be able to house a vast amount of Battenberg cake, preferably keeping it safe from birds in the process. A home-made catapult and self-replicating combo skills are not required.

Must.Eat.Birds launched on the App Store on the 25th June 2009 and is Mediatonic's first self-published iPhone title. Combining elements of Missile Command and Breakout with a self-replicating Nomster, a catapult and a legion of invading birds, players must protect the Nomster's spectacular cake-based picnic by launching his clones at the avian menace in a desperate bid for survival. It is available for iPhone and iPod Touch for just 99 US cents or 59 UK pence.

For more information, please contact:

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About Mediatonic:

Mediatonic was formed in 2005 to produce high-quality browser-based social gaming solutions for clients predominately within the entertainment industries. Based in the west end of London, England, Mediatonic's team of 15 is dedicated to creating the best games they can, packing each release with passion, love and the utmost attention to detail. For more information, visit www.mediatonic.co.uk