



MEDIATONIC LTD
4 Flitcroft Street
London
WC2H 8DJ

Registered Company No: 5565220

Press Release

Brain Training with Dr Kawashima comes to the web 26th January 2009

Fact

Players from across the world can now compete online to see who has the biggest brain as Dr. Kawashima comes to the web. Mediatonic have launched a website, viral Flash game and Facebook application in partnership with Namco to promote "More Brain Exercise", released on mobile phones.

Detail

The world famous neuroscientist Dr. Kawashima comes to the web in this marketing campaign for the mobile version of "More Brain Exercise". Mediatonic produced a viral game distributed across the internet, a Facebook application where players could compete against their friends and a hub website where players can purchase the game for their phone.

Director of games Paul Croft said: "This campaign combines three elements to create a powerful presence for Dr. Kawashima on the web. Players can interact with the game through a number of touch-points creating a powerful viral effect".

The web game contains four mini-games to allow users to train their brain. Players can practice on individual games or take a "Brain Age" test to find out how keen their mental skills really are!

In the Facebook application, players can compete for their country at the "International Brain Olympiads". Each country receives its own "Brain Age" score based on the combined brain power of all players in that country. Which country is the cleverest? With this application players can find out, contribute to their own countries success and invite their friends along to help out.

Returning to the website, players can find out more about the science behind the games and download a copy for their phone – so they can continue their training on the move!

For more information please contact:

Paul Croft
Director of Games
0207 010 7852
paul.croft@mediatonic.co.uk

About Mediatonic:

Mediatonic is an independent developer of premium web games based in London. We work with major games publishers including Nintendo, SEGA, EA and Popcap to deliver their games on the internet. In addition, we create, license and publish our own independent games.