

Must.Eat.Birds. Arrives On The App Store

Mediatonic's Bite-Sized Cake Defence Simulator Available Now

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Mediatonic, the London-based social gaming specialist, has announced that its latest hothouse project, **Must.Eat.Birds**, has landed on the App Store priced at just 99 US cents or 59 UK pence. As an offshoot project from its main business, **Must.Eat.Birds** combines Mediatonic's high-end production values and expertise in concise and immediately accessible play mechanics to produce a compact action game with fun as the primary concern.

Must.Eat.Birds takes place during the perfect garden picnic. A Nomster is happily enjoying an array of fabulous cakes when an army of jealous parachuting birds launches an unprovoked attack. Hastily constructing a slingshot from his cutlery, the Nomster bravely launches clones of himself at the invading avians to protect his precious cupcakes, sponges and Battenbergs. Making good use of the iPhone's touch screen in portrait orientation, **Must.Eat.Birds'** play mechanics combine the classic defend-the-bases design of Missile Command with the ball-bouncing physics of Breakout to provide a score-based game where timing your Nomster launches is critical to maximising combo hits as multiple birds make their descent. Some stages will restrict the player with a limited amount Nomster launches, making the angle and timings of your attacks all the more important. Advanced players can combine Nomsters by launching one after another and making them collide for even more bird-destroying power. With nine 'mission' stages, four open-ended score challenge stages and five different bird types, ranging from standard cake-snaffling attackers to huge plumpers of mass destruction, along with a bevy of gameplay achievements to unlock, **Must.Eat.Birds** packs in a surprising amount of gameplay for its minimal cost.

Full details are available from the game's official website: www.musteatbirds.com

Paul Croft, creative director, Mediatonic comments "**Must.Eat.Birds** is the first own-IP title that we've submitted for the App Store, so we're overjoyed that it's been approved and is now available to download. We're hoping that players will soon be challenging our own internal high-scores and uncovering amazing techniques to keep the Nomster's cakes safe from harm. For those about to bake – we salute you."

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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: <http://www.mediatonic.co.uk/>