

Protect the Cakes or Die Trying – For Free

Must.Eat.Birds Lite Version Launches

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Mediatonic, the London-based social gaming specialist, has announced that its debut iPhone title, **Must.Eat.Birds** is now available in a free-to-play Lite form. Featuring a single, but endless, level from the full version, this free version allows players to heroically engage in the glorious pursuit of high scores via the noble defence of a splendid array of baked confections.

Must.Eat.Birds takes place during the perfect garden picnic. 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, Nomster bravely launches clones of himself at the invading avians to protect his precious cupcakes, sponges and Battenburgs. 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. The Lite version of **Must.Eat.Birds** consists of a single Challenge level, where the goal is to defend the cakes for as long as possible while ranking up the highest score possible. In keeping with the full version, an online high score table allows players of the Lite version to prove that they're the best cake defenders in the world.

Paul Croft, creative director, Mediatonic comments "Our mantra for **Must.Eat.Birds** has always been 'For those about to bake, we salute you'. By releasing **Must.Eat.Birds** in a free Lite form, we're aiming to salute as many iPhone and iPod Touch players as possible."

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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 20 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