

Mediatonic Hits Fourth Social Gaming Specialist Celebrates Fourth Birthday

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Mediatonic, the London-based social gaming specialist, is celebrating its fourth year of business today. Originally set up by David Bailey and Paul Croft in 2005, Mediatonic's expertise in fast-track Flash gaming development, married with a passion and insight for quick, entertaining gaming experience has seen the studio complete 94 game projects for a huge range of prestigious clients including some of the most recognised brands in the entertainment sector. Over its four years, Mediatonic has built a dedicated team of 20 staff and has embraced new platforms as they emerge, with the company creating hits within the Facebook application framework, for iPhone and most recently, beginning work on a PlayStation Portable Minis project.

Paul Croft, creative director, Mediatonic comments "It's fantastic to be celebrating our fourth birthday with so many titles under our belt. 94 games over four years equates to around two releases per month, not including the additional work we've done in designing advertising content." He continues: "As we look forward to our fifth year of trading, we'll be looking to build on the previous four years with our expansion onto new platforms opens up our ability to service our clientele and provide avenues for our personal work, such as Must.Eat.Birds, Extreme Lawn Bowls and the upcoming SteamWeavers."

Mediatonic will be celebrating their fourth birthday with a private party at the studio's central London HQ. Cake eating will be mandatory.

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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