



[FOR IMMEDIATE RELEASE]

B-BOY BEATS – BREAKING ALL OVER THE APP STORE!

Underground Hip Hop soundtrack, innovative game-play and heaps of attitude...

DUNDEE, UK – 15th February 2010

Scottish iPhone publisher Tag Games and Bristol based developer Mobile Pie are today pleased to announce the launch of their awesome hip hop rhythm action game *B-Boy Beats*.

Paul Farley Managing Director of Tag Games said *"It's been a pleasure working with the talented team at Mobile Pie on B-Boy Beats. I'm sure that iPhone and iPod Touch gamers will find the mix of innovative game-play and fresh hip hop tracks a refreshing change from the huge number of run of the mill music games on the App Store. We hope that this is the start of a franchise that will continue to innovate and thrill audiences for years to come."*

He is also rumoured to have yelped *"word up!"* but this is currently unsubstantiated!

Will Norton creative producer at Mobile Pie and self-confessed hip hop fanboy added *"It's great to see B-Boy Beats to go live after over 6 months of hard work, love and devotion. It's especially heartening to hear such positive response from gamers too, which makes all the effort worthwhile!"*

B-Boy Beats is available now from the App Store!

B-Boy Beats Overview

Are you ready to party? B-Boy Beats is a unique, all action, hip hop rhythm game set in 1980's New York City. As the lead member of a new break-dance crew looking to gain respect, you'll need to learn the latest moves and battle other crews to claim new turf across various city locations.

Game-play

Place your fingers on the screen and get ready to move! Simply tapping isn't enough to succeed in B-Boy Beats. Players must hold their fingers on the screen - giving the feel of virtual legs moving across a virtual dance floor!!

Learn the latest dance moves in the fully interactive tutorial before heading out onto the city streets. There are 10 break-dance moves to learn with each one requiring ever greater skill, timing and confidence to pull off. You knew the city was a dangerous place when you left the safety of the suburbs but are you ready to be tested to the limit? There are 7 hardcore crews each breaking on their home turf to take on and ultimately beat down in your quest to be the best in the city.

Underground Hip Hop ft MC Frontalot

B-Boy Beats features 17 dope tracks from the rising stars of underground Hip Hop. Led by Nerdcore and Penny Arcade favourite MC Frontalot the game also includes awesome tracks from Optimus Rhyme, Id Obelus, Ultraklystron, Rai and Magitek.

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Key Features

- The most original music game on iPhone today
- Face off against 7 NYC crews each with their own turf
- Awesome music talent from the hip hop underground
- Rhythm action game-play where your fingers become legs!
- 10 authentic break-dance moves to learn
- Easy and Hard difficulty levels for extra replay value
- Open Feint social network integration
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Available globally on the Apple App Store B-Boy Beats is priced at a street friendly £1.79/\$2.99/Euro 2.39

App store link: <http://itunes.apple.com/app/b-boy-beats/id352320003?mt=8>

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About Tag Games

Tag Games is an independent game developer and publisher based in Dundee, Scotland, which has quickly established itself as a leader in the creation of games for mobile and digital download platforms. We have earned critical acclaim and commercial success with a number of varied titles including our recent top 10 iPhone hit Car Jack Streets. We have extensive experience of game development for the most important mobile platforms including iPhone, Android, PSP minis, DSi, Blackberry, J2ME and BREW.

Tag's reputation for flexibility, innovation and delivery is second to none, successfully balancing the creation of original IP alongside development of licensed and commission titles. Tag Games partners include Endemol, Connect2Media, I-play, Big Fish Games, GlobalFun, Tern TV and Sandlot Games.

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About Mobile Pie

Mobile Pie is a developer of imaginative entertainment for mobile platforms. Based in the heart of Bristol, the studio has received such notable accolades as Channel 4's New Mobile Game Developer of the Year and received the Media Innovation Awards' Trophy 2008.

Mobile Pie has led cutting edge research in games and mobile technologies and have worked with such prestigious clients as Hewlett-Packard and the BBC, putting us ahead of the pack in terms of technology and expertise.



With focus now shifting towards our own original IP Bristol Media identified us as “Ones to Watch” for 2009 whilst Chinwag told the world our “award winning content has mouths watering all over and people coming back for more.”

We are set to continue our growth in to the coming years and beyond with Mobile Pie becoming synonymous in the gaming public’s mind with high quality titles for mobile platforms.

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