

Tag Games Offers Development Guarantee - or Your Money Back!

Wednesday 25th June 2008. Dundee, Scotland. Innovative casual game developer Tag Games has announced a new approach to mobile game development, with a ground-breaking money back guarantee.

The offer, which is effective immediately on all J2ME, BREW, iPhone, Blackberry and Smartphone projects, is based upon an objective scoring system that defines quality based upon pre-defined delivery objectives as well as external game analysis.

Managing director Paul Farley explained the rationale behind the scheme. "Tag has first-hand experience of the difficulties involved in a publisher or intellectual property owner selecting a trusted development partner. We realised that we could immediately and effectively reduce the risk to partners, from the development side of the equation."

"Tag has worked very hard to build its reputation of delivering an outstanding service in terms of scheduling, budget and game-play quality. We are proud to be the first developer to offer a money back guarantee for partners using our mobile development service."

Tag's development guarantee should prove especially attractive to traditional game publishers, brand owners and media companies who have yet to move their properties into the complex and rapidly-evolving mobile gaming market.

Farley continues, "Creating mobile games is a complex and specialist process that often belies the seemingly simple nature of the end product. We are now supporting hundreds of devices, thousands of SKU's, dozens of languages and a multitude of new technology features, such as full 3D visuals, multiple connectivity options, motion sensing and touch-screen controls. Tag Games provides a bespoke, end-to-end service which removes all of the barriers and risks for prospective clients. The combination of Tag's skill, experience and capacity with the money back guarantee provides an unbeatable proposition!"

Tag Games – whose founders have previously helped create massive global hit games such as Grand Theft Auto and State of Emergency – has had a hugely successful year during which it has tripled headcount, achieved and is maintaining profitably, raised investment and delivered a number of original and branded high-quality casual games to the global market.

The company was recently approved as a Nintendo DS™ and Wii™ developer complementing existing support for the majority of mobile technologies including Apple iPhone, Blackberry, Smartphone, J2ME and BREW.

Further information regarding the money back guarantee scheme can be obtained by contacting bizdev@tag-games.com

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Notes to Editor:

Tag Games Limited

Tag Games is an independent game development studio and publisher formed in May 2006 by three game industry veterans keen to bring high quality, innovative and original games to the mobile games – and wider casual gaming markets.

The studio's first title "Dead Water" was released in September 2006 to widespread critical acclaim. Since then the studio has built an enviable reputation for innovation and quality, building strategic partnerships with a number of major games publishers and development studios around the globe. Recent releases include the original title "Rock'n'Roll" and the best-selling casual title "Granny In Paradise". Tag has continued to build on this reputation, earning Gold and Silver awards from consumer reviewers for their titles and delighting gamers around globe.

Having achieved profitability early in 2007, the company raised seed investment from serial Scottish technology entrepreneur Bill Dobbie and the Scottish Enterprise seed fund. Tag Games was featured in the 2007 "02/Real Business 50 to watch in Mobile" listing, which featured the Top 50 mobile related companies in the UK, including global networks such as Vodafone, Orange and T-Mobile. Tag Games is headquartered in Dundee, Scotland.

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