



PRESS RELEASE

SIMISEN INTERACTIVE RELEASES BLOCKIES FOR IPHONE AND IPOD TOUCH

Nazareth, PA (September 16, 2010) – Look out for fireballs!

On September 20, SIMISEN INTERACTIVE will release Blockies, the company's latest game for iPhone and iPod Touch.

"Blockies is an addictive game that will challenge the player's mind and reflexes," says Henry Kropf, head of Simisen Interactive. "Blockies builds on the popular match-three genre and puts a fresh, action-packed spin on it."

Blockies asks players to defend the titular "blockies" from attack from 10 different avatars throughout 16 levels. Players must build multi-colored brick walls, defeat hazards, and maintain a healthy brick inventory in order to advance to the next level. Each avatar challenges the player with their own brick and fireball patterns, ensuring that a new enemy is always a distinct experience.

"Players will have to make patterned walls while under constant assault from angry avatars," says Kropf. "As the players progress, they are forced to plan their moves while under an increasing amount of stress."

"It can get tough," Kropf continues, "but it is rewarding when you finally beat an avatar."

Other features include an original soundtrack for each avatar and future integration with Apple Game Center. For expert players, the game has five challenge levels as well as an infinite-play mode.

Can you save the Blockies? Find out on September 20 when Blockies goes on sale in the iTunes App Store.

For more information, email: pr@simisen.com

Website: <http://www.simisen.com/blockies.html>

YouTube: <http://www.youtube.com/watch?v=VBx2G0CZrn8>

AppStore (on & after 9/20/10): <http://itunes.apple.com/us/app/blockies/id388861450?mt=8>