

Venan Entertainment and Shawnimals Announce *Ninjatown: Trees of Doom!*, An All-New Game for iPhone and iPod touch

The developer of Space Miner: Space Ore Bust takes Wee Ninja to new heights!

CROMWELL, CT – April, 16, 2010 – Premier developer Venan Entertainment and designer toy studio Shawnimals announced today that they have reconnected to create ***Ninjatown: Trees of Doom!***, an all-new game for iPhone and iPod touch coming later this spring. These top notch creative squads previously collaborated on the critically acclaimed, BAFTA-nominated game *Ninjatown* for the Nintendo DS in 2008. *Ninjatown: Trees of Doom!* is the first title from Venan since it released the instant classic *Space Miner: Space Ore Bust* earlier this year, and it includes many of the beloved characters from the original *Ninjatown* game.

In *Ninjatown: Trees of Doom!*, the player is a Wee Ninja who must impress his wise mentor Ol' Master Ninja by running straight up a pair of towering trees, jumping between the two to avoid treacherous hazards. The trees become more deadly as the Wee Ninja ascends – watch out for slippery patches, untouchable Dark Syrup, Deadly Swarms, and demonic enemies like Flying Devils, Syrup Devils, and spear-wielding Tribal Devils. Oh, there is also a live volcano spewing lava balls nearby! On the bright side, you can launch upwards by using flexible branches like catapults and there are power ups galore, including the ability to hitch a ride up the tree on the flying mucho macho Moustachio.

“We have a fantastic relationship with Shawnimals, it’s been a lot of fun working with them to create a fresh *Ninjatown* experience,” said Brandon Curiel, CEO at Venan. “*Ninjatown: Trees of Doom!* was developed to bring the plush toys' world to life in a new way, while creating an original style of play that takes advantage of the genius of Apple's platform.”

“*Ninjatown: Trees of Doom!* is certainly a 'snack sized' gaming experience, but man, oh man it is one tasty snack,” stated Shawn Smith, creator of Shawnimals. “We've put a lot of polish and thought into this simple yet addictive game. It can be played by anyone, and never gets old.”

To show off ninja pride, the game has integrated Plus+ technology for global leaderboards and awards, and also includes Facebook and Twitter support for players to share their progress with friends and followers.

Ninjatown: Trees of Doom! is being produced by Pickle King Productions and will be self-published by Venan under its Venan Arcade (www.venanarcade.com) label. It will hit the App Store in a couple weeks and will cost \$1.99.

Stay up to date on the game at <http://www.twitter.com/OlMasterNinja> or www.facebook.com/ninjatown.

About Venan Entertainment, Inc.

A pioneer in the development of high-quality titles for mobile and handheld gaming platforms, Venan Entertainment, Inc of Cromwell, Connecticut has developed award-winning games for the Nintendo DS™, iPhone, iPod, and hundreds of mobile devices since it was founded in 2002. Their extensive body of work includes the critically acclaimed self released *Space Miner: Space Ore Bust*, the BAFTA-nominated Nintendo DS™ strategy title *Ninjatown*, the Mobile Excellence Game of the Year-winning *MONOPOLY* for mobile devices, the award-winning *High Seas: Guns and Gold*, and the *NBA LIVE* series for both mobile devices and the iPhone and iPod Touch.

www.venan.com

About Shawanimals

Shawanimals is a Chicago-based character design studio that believes in the power of unbridled, astonishing, ridiculous joy. Each Shawanimal product comes with its own story that starts in the vast Shawanimaland universe, but is then given over to you to continue each unique creature's adventure in your own universe. Our huggable friends appear as designer toys, lifestyle accessories, apparel, comic books, video games, and as anything that fosters companionship. We believe that the best artistic experiences are participatory and affordable, and that – with an open heart – friendship can happen between you and just about anything. Even facial hair.

www.shawanimals.com

About Pickle King Productions:

Pickle King specializes in aligning intellectual property and brands with development talent to create unforgettable videogames and interactive experiences. Founded by three partners with decades in the videogame industry, the company is at the forefront of the digital delivery revolution.

www.pickleking.com

Media Contact

Edith Yang

Sandbox Strategies

edith@sandboxstrat.com

415-673-3455