



## PRESS RELEASE

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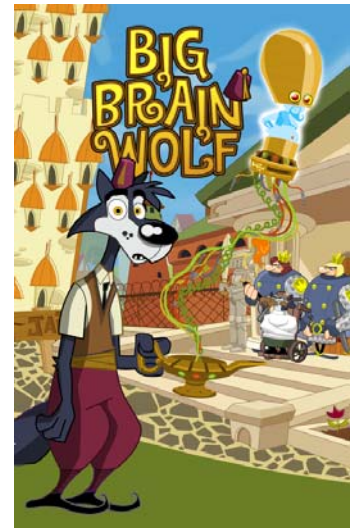
### Frima Studio Announces “Big Brain Wolf” Puzzle Game in Over 200 Game Portals Including Big Fish, MSN, MySpace and Shockwave

Big Bad Wolf Re-imagined As Vegetarian, Brainy Geek In “Big Brain Wolf” Fractures Fairy Tale Classics With Puzzle-Based Online Casual Game

Los Angeles, CA – June 3, 2009 —Frima Studio, a leading videogame developer, announced today “Big Brain Wolf,” a brand new puzzle game developed in collaboration with Brain Center International and Telefilm Canada. The fairy tale brain game will be released on top casual gaming sites throughout world including Oberon’s Gamecenter, Big Fish Games, Shockwave and Arcade Town. With a cast of familiar characters such as Little Red Riding Hood, three little pigs and the seven dwarves, *Big Brain Wolf* gives a modern twist to fairy tale favorites. Frima Studio hopes to capitalize on the familiarity of these characters and the recent global obsession with puzzles like Sudoku by giving *Big Brain Wolf* a global release.

“This game for grownups with young hearts has already been translated into French and will shortly be available in other languages, such as Spanish, German, Italian and even Japanese,” commented Frima’s CEO Steve Couture. “It is part of our business plan to harbor the game on other platforms in the next few months. We really want to maximize the success of our vegetarian Wolf and his puzzles!”

Players navigate the point-and-click 2D fantasy world as the not so big, not so bad Wolf, who happens to be asthmatic and vegetarian. Working their way through sixty different puzzles and enigmas, each solution a player reaches is another step towards untangling the greater murder mystery at the heart of the game. In addition to the puzzles, Frima Studio’s collaborated with Brain Center International to develop six brain training exercises for *Big Brain Wolf*. Those exercises will help users sharpen six essential brain functions, including mental imaging in 3D, short term memory, long term memory, processing speed, decision making and multitasking.



“We are excited to bring our established brain-boosting programs to the gaming industry,” stated Dr Bergeron, CEO of the international team who pioneered the Brain Center International’s brain fitness programs-NeuroActive Program®. “*Big Brain Wolf* is fun and easy to use for people of all ages, and it works. We will continue to expand our product offerings to meet the growing demand for effective brain fitness solutions.”

For more information, visit [www.bigbrainwolf.com](http://www.bigbrainwolf.com).

#### About Frima Studio

Frima Studio is an important game developer based in Quebec City, Canada. Since 2003, the company has been developing countless world-class products for the Web, Wii, DS, TV and mobile markets. We are a leading edge independent video game studio that is focused on building next-generation MMOs for children. **Frima’s** clients include world-renowned names such as: Build-A-Bear Workshop, Warner Brothers and Nickelodeon. With over 200 artists and programmers to develop our products, **Frima** produces high-caliber games that are as remarkably outstanding artistically as they are technically. [www.frimastudio.com](http://www.frimastudio.com)

#### MEDIA CONTACT :

Annie Bégin, Communications coordinator – Frima Studio  
1 418 529-9697 ext.239 or 1 418 473-9645, [medias@frimastudio.com](mailto:medias@frimastudio.com)