



PRESS RELEASE FOR IMMEDIATE RELEASE

Frima Studio Announces New Undead Brain Muncher for minis on PlayStation®Network

Players Face the Challenges of Being Zombie CEO in New Downloadable Game

Cologne, GERMANY – August 19th, 2009—For those avoiding the stock market in this recession, apply your managerial skills to amassing live brains rather than cold, hard cash. In *Zombie Tycoon*, living dead video game aficionados will encounter a completely new set of challenges in their roll as zombie overlord—responsible for the overall strategy of attack and the well-being of their troops in the attempt to spread the undead across the globe. Along with the fast-paced action found in games where players control more self-serving zombies, Frima Studios has added humorous strategies and managerial challenges into the game play for a new take on a classic genre.

Zombie Tycoon is the thinking man's zombie game," commented Frima's CEO Steve Couture. "It is about time for humans to try to understand what it feels like to be a zombie. By putting a humorous zombie army in the player's control and by having funny items to arm those zombies with, we hope to show the lighter side of the classic zombie genre and the subtleness of zombies' personality..."



Frima Studios is collaborating Telefilm Canada on the release of *Zombie Tycoon*. The game will be available for all models of PSP (PlayStation®Portable) including the new PSP Go launching in October. *Zombie Tycoon* will be available exclusively as a download through the PlayStation Network.

Visit zombietycoon.com to see the trailer and more information on the game.

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, console, handheld, TV and mobile markets. On the leading edge of independent video game studios, our company 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 250 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

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Note to editors: Executives from Frima Studio will be showing off this game at Gamescom Cologne 2009 in Koelnmesse's Congress Center, August 19-21. Please contact Annie Bégin to make an appointment.

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