



PRESS RELEASE

FOR IMMEDIATE RELEASE

Frima Studio has created a new epidemic with *Zombie Tycoon!* New Undead Brain Muncher for minis on PlayStation®Network

Quebec City, CANADA – October 29th, 2009— Beware of living deads around Halloween...Frima Studio's *Zombie Tycoon* is launching today as a PSP® (PlayStation®Portable) mini title in North America, Europe and Asia. The hilarious zombie horde has been released to contaminate and infest the PlayStation®Network.

Zombie Tycoon was specifically designed for the PSP minis," commented Frima's CEO Steve Couture. "One of the biggest minis up to this date, our zombie game will give the player several hours to build his army and achieve complete world domination... It is not a port from a mobile game, but a whole new strategy game with a lot of funny and horrifying content."

Frima's team thought that it was about time their zombies got some brain food being in prison for 6 months in our offices! While usually, players have to face and stop an undead menace, as human, *Zombie Tycoon* lets you maneuver your very own ravenous zombie horde through towns and buildings. This unique tale of intrigue and betrayal spans over 10 challenging levels, animated cut-scenes and in-game dialogues, and lots of humorous references. The combat system allows players to burn cities to the ground as they attack humans and the places they call home. As players alternate fast-paced action and strategic execution, they can choose from over 100 quirky items to arm their zombies and attempt to spread the undead across the globe!



The game is ready just in time for Halloween at a mini cost! *Zombie* is available for all models of PSP systems exclusively as a download through the PlayStation Network at \$7.99 in North America and Asia, and 5 € in Europe. A French version will be available around November 19, 2009.

If you want to get more information on the game, check out zombietycoon.com and its new trailer!

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: Free access codes are available for international media to review the game. If you want to receive a code, send an email at medias@frimastudio.com. Please indicate your coordinates and the PlayStation Network (North America, Europe or Asia).

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