



Hold On to Your *Mawashis* – *Rock Paper Sumo* Shakes Up the Facebook Dojo with Major Updates!

Quebec, Canada – September 1, 2010 – Are you ready for some SUMO? Frima Studio, a leading and award-winning multiplatform game developer based in Quebec, announced today a slew of updates and new features for its recent Facebook game, ***Rock Paper Sumo***! Launched in June of 2010, ***Rock Paper Sumo*** has wrestled its way into the hearts and Favorite Apps List of thousands of players across the world with its hilarious take on the classic game of Rock Paper Scissors.

This new series of updates will allow players to fight more and earn more in-game currency, eat more meals (*bento*) to gain weight (increase rank) and give a larger sense of progression while still maintaining the game's focus on Rock Paper Scissor challenges sent to and received by friends and fellow Facebook users.



Rock Paper Sumo updates include:

- The entire scoring system has been revamped – new Weekly Tournaments start every Thursday, and each week, players get a chance to be on the top of the pyramid (leaderboard) and win weekly prizes. Everyone in the top 6-10% will win a bronze medal, the top 2-5% will win a silver medal and the top 1% will earn the coveted gold medal. The number one player of the week will receive an exclusive crown that shows off your sumo prowess to everyone!
 - Even if you don't get to the top 10%, every week different items can be unlocked only by increasing your score, with a total of three exclusive items becoming available each week.
 - All these items can be used to customize your sumo proudly. They will be unique from week to week, so collect them all! And since they will be given only as special rewards, none of them will be available for purchase in the shop, which is sure to turn your rival sumo wrestlers green with envy!
- All "old-timers" that had started playing before this update will receive a complete kit of exclusive items for free to thank them to their tremendous support!
- A new energy system is put in place to send fight challenges to your friends. Your energy will decrease when sending these challenges...BUT, when your energy gets low, your sumo gets hungry and it's time to eat *bentos* that increase your weight level. When gaining weight, your maximum level of energy increases and allows you to send even more challenges to friends and rivals!
- The whole balancing of the game has also been tweaked to allow new players to progress faster and make sure that anybody has their chance to succeed even against the top players.

- More updates are planned for the coming weeks...stay tuned for more info!

Rock Paper Sumo embarks players on a quest to become the ultimate *rikishi*, and wrestlers must live by the ancient ways of sumo: train hard, eat lots of calorie-rich *bento* to pack on the pounds, engage in sparring sessions against a deadly dummy and fulfill dojo duties with honor! Spend hard-won Bento Bucks and Dojo Dollars on hysterical makeovers with over 200 accessories to choose from, like cowboy hats, pink Mohawk, fu manchu, assorted tattoos, or even a chest fro! Each player must challenge his or her Facebook friends to fight in order to win battles and unlock achievements, brawling their way up the global leaderboard to ultimately be hailed as the best rock-paper-scissors player in the world!

For more information about **Rock Paper Sumo** or to check it out for yourself, please visit http://apps.facebook.com/rock_paper_sumo/. For more information about Frima Studio or any of its other projects and titles, please visit www.frimastudio.com.

###

About Frima Studio

Frima is a prominent game developer based in Quebec City, Canada. Since 2003, the company has been developing countless world-class products for the Web, Wii, Xbox 360, PlayStation 3 system, PlayStation Portable, DS, Facebook, iPhone, iPad, TV and mobile markets. Frima's clients include world-renowned names such as Electronic Arts, Build-A-Bear Workshop, Warner Brothers and Nickelodeon. With over 265 artists and programmers to develop our products, Frima produces high-caliber games that are as remarkably outstanding artistically as they are technically. For more information, please visit www.frimastudio.com.

Frima Studio Media Contacts

Jerry Whitehead III
Reverb Communications
jerry@reverbinc.com
(209) 586-1495 ex. 111

Job J. Stauffer
jstauffer@reverbinc.com
(209) 586-1495 ex. 107