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\*\*\*MEDIA ALERT\*\*\*



## Official Gameplay Trailer Falls to Earth for Frima Studio's Upcoming Action Epic, *Young Thor*!

Québec, Canada – July 2<sup>nd</sup>, 2010 – Look out below!!! Frima Studio, a multiple Octas award-winning Canadian multiplatform game developer based in Quebec, released the first official gameplay footage for its upcoming PlayStation® mini title, *Young Thor*. The pint-sized epic action-adventure will be released in North America on July 20<sup>th</sup> on PlayStation Network for just \$4.99 USD, and is one of the first mini titles - playable on both PlayStation®3 computer entertainment system and PSP® (PlayStation®Portable) systems - to be developed from the ground up exclusively for the platform.

To watch the first official gameplay trailer for *Young Thor*, please visit the *Young Thor* website : <http://www.youngthor.com>



As Young Thor, you'll have to travel to both Midgard and Asgard, battling hordes of mythical monsters as you strive to put an end to Hel's evil designs. The three Norns – Urd, Skuld and Verdandi – have gone missing, leaving no one to tend to Yggdrasil, the World Tree. Can you save the day and restore balance? Do you have what it takes to be the mighty god of thunder?

For additional images, screenshots, artwork, and comics, please visit the **Young Thor** website at <http://www.youngthor.com>

Frima Studio has already established itself as a leader within the PlayStation mini space with 2009's **Zombie Tycoon**. The strategy game allowed players to take command of three squads of the undead to conquer cities and enslave humanity and is a top-selling mini.

Based in Quebec City, Frima Studio is a leading Canadian multiplatform game developer. Since 2003, the company has produced countless world-class products for the online, console, handheld, TV and mobile markets. On the leading edge of social gaming technology, Frima is focused on building the next-generation of massively multiplayer online games for children and adults alike. Frima's clients include world-famous names such as Build-A-Bear Workshop, Electronic Arts, Warner Brothers and Nickelodeon. With over 250 artists and programmers, Frima produces high-caliber games that are as remarkably outstanding artistically as they are technologically.

For more information about **Young Thor**, Frima Studio or any of its other titles, please contact Job J Stauffer or Jerry Whitehead with Reverb Communications at [jstauffer@reverbinc.com](mailto:jstauffer@reverbinc.com) or [jerry@reverbinc.com](mailto:jerry@reverbinc.com).

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