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PRESS ANNOUNCEMENT

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**Travel To Ancient Egypt In Puzzle Game For The
Apple iPhone™ & Apple iPod touch®**

In iPharaoh, Life As A Pharaoh Has Never Been More Fun

Life as a pharaoh was never easy, was it? Your home is a dusty pyramid in the middle of Egypt; you don't get out much, and you don't have many friends or even visitors! But hey, life is not so bad - it could be a lot worse, right? For example, your tomb could be raided by treasure hunters and your only line of defense is your army of cunning traps and terrifying mummies!

In iPharaoh for the Apple iPhone™ and Apple iPod touch® your job is just that: To defend your precious treasure by destroying the evil thieves trying to rid you of your belongings! At your disposal you have mummies to help fight the bad guys and also booby traps, sliding- and rotating-walls, and giant cube stones! iPharaoh is an entertaining puzzle game with a distinct look and feel. The game features two modes of play. There is the "original mode" with 60 levels, and the "Wave mode" featuring 15 levels. In original mode you compete against the clock and in wave mode, the enemies keep coming with no end in sight! The game is also available in a FREE version where the number of levels is slightly less, 40 in the original mode, but still 15 in the wave mode.

Link To iPharaoh On The App Store:

<http://itunes.apple.com/us/app/ipharaoh-ep2-desperate-pharaoh/id327066623?mt=8>

Link To iPharaoh On The App Store (FREE):

<http://itunes.apple.com/us/app/ipharaoh-ep-0-freedom-pharaoh/id368004328?mt=8>

For additional information about iPharaoh, please visit the developer website at <http://justnine.net/STUDIOUFO/>. Promo codes are available to journalists by contacting press@indiedeveloperconsulting.com.