



FOR IMMEDIATE RELEASE:

Legendary Game Creators Crane & Kitchen Found New Game Publisher AppStar Games to focus on 'small footprint' games on connected devices

(February 7, 2010) Paramus, NJ - David Crane, co-founder of Activision, the first 3rd party video game publisher and Garry Kitchen, Crane's longtime partner and video game pioneer, announce the formation of AppStar Games Inc. Crane and Kitchen, formerly of Skyworks Interactive, a leading iPhone publisher, will be focusing their creative efforts on the booming market for 'small footprint' gaming across a diverse field of devices, including smartphones, wireless tablets and handheld console devices.

Having worked together since 1982, Crane and Kitchen have authored literally hundreds of released video game titles across 15 game platforms from the Atari 2600 through the most popular smartphone platforms. In 2008, the team led the initiative that took Skyworks, a leading casual game company, into the digital publishing business with two best selling titles, Arcade Hoops and Arcade Bowling. Under their leadership, Skyworks' product line reached 40 titles, with 15 games reaching "Top 100" status and 7 reaching the "Top 25".

"Garry and I have worked together on a number of successful ventures over the years, generating hundreds of millions of dollars for investors and stakeholders. We're very excited about the dramatic shift that is occurring in the game industry with the advent of direct-to-consumer distribution of our titles. AppStar Games is committed to taking a leadership role in that transition by delivering the highest quality product in the marketplace", said Crane, CTO of AppStar.

Joining the team at AppStar Games is Bill Wentworth, Skyworks former Chief Creative Officer and longtime collaborator. Wentworth brings 25 years of experience in production management and design expertise to the group. Also lending his considerable technical expertise to the group is Roger Booth, a computer software executive with over 25 years of experience in entertainment software development.

AppStar Games expects to publish its first titles in Q2 2010.

Contact:

Garry Kitchen
888-613-9400 x101

gkitchen@appstargames.com
<http://www.appstargames.com>