

Press Release

August 7th, 2008

PosiMotion, a top publisher of games and other applications on the iTunes App Store, has launched three new titles for the iPhone and iPod Touch. They join PosiMotion's seven previously launched applications, all of which consistently rank among the most popular applications available via the App Store. Additionally, the company has released a significant, free update for its A Level application and is available for download now.

As the name implies, **Kaleidoscope** turns an iPhone or iPod Touch into a Kaleidoscope. Users can import any image directly from their device's *Picture Library* into Kaleidoscope to see the image in a whole new way. Users can manually tilt and rotate their iPhone or iPod Touch to change the angle of the Kaleidoscope or set the application to *Automatic* to watch the image morph into various colors and shapes. The *Freeze* function pauses the action, allowing the user to take a screenshot of the morphed image or to zoom in or out. Kaleidoscope is available for immediate download for only **\$1.99** via the iTunes App Store. A demo version - Kaleidoscope Lite - is available as a free download.

Digga is a re-creation of the classic digging game for the iPhone and iPod Touch. Players move through 80 challenging levels digging for gold while dodging falling boulders and avoiding pesky ghosts. Digga is available for immediate download for only **\$3.99** via the iTunes App Store.

In **Shake N' Break**, players can choose any image from their photo library, then shake it to break it! Physically shaking the iPhone or iPod Touch breaks the image up into little pieces and mixes them randomly. Players must rearrange the pieces to solve the puzzle in this addictive jigsaw game. Shake N' Break will be available this week for download for only **\$ 2.99** via the iTunes App Store.

These join the company's seven applications (six paid and one free) already available on the App Store. PosiMotion's wildly popular applications and games are consistently ranked in the "Top 100 Paid Apps." They are:

- **A Level** (peaked at #13) – Turn you iPhone or iPod Touch into a level (spirit or bubble level). This application is great for picture frames, tables, anything in need of alignment. It takes advantage of the device's built-in accelerometer, and it works in portrait, landscape or face-up modes all for \$0.99. The free update to A-Level adds calibration, an inclinometer, ruler, view

lock capabilities, support for US or SI (metric) units, and allows the application to be used with the device in any orientation.

- **G-Park** (peaked at #52) – A position identifying and location application for all iPhone and iPod Touch devices. This lightweight application is designed specifically to help users pinpoint the location of their parking spot and to find their way back to it when they're unfamiliar with the area. Available now for only \$0.99.
- **G-Spot** (peaked at #20) – A position identifying and sharing application for all iPhone and iPod Touch devices. For older iPhone and iPod Touch devices, this lightweight application introduces GPS-type functionality utilizing their existing Wi-Fi and cellular connectivity. For new 3G iPhones, G-Spot adds features not found in the phone's bundled GPS software – all for only \$1.99.
- **Solitaire Top 3** (peaked at #10) – Play the Top 3 solitaire games of all time, including Klondike, FreeCell and Spider, for only \$3.99. Smooth animation and high resolution graphics make this a must have for any age!
- **Pool** (peaked at #52) – Bring the challenge and excitement of Billiards to your iPhone or iPod Touch. Includes both classic 8-ball or 9-ball games and features high resolution graphics, amazing animations, realistic sounds and an interactive power slider interface all for \$5.99.
- **Backgammon** (peaked at #56) – Now you can turn your iPhone or iPod Touch into a backgammon table. Features a challenging A.I. with three levels of difficulty, one-tap checker movement, and much, much more for \$5.99.
- **Apache Lander** (currently reigning at #3 on the Top Free Apps ranking) – A FREE game that's simple, addictive and just plain fun! Use the accelerometer to land your helicopter safely on the heli-pad before you run out of fuel. Challenge your friends for the High Score!

Recently, all six of the company's paid applications were ranked in the "100 Top Paid Apps"* simultaneously. This gave PosiMotion the distinction of having the most popular applications of any publisher in the App Store.

Beyond just being popular with App Store buyers, PosiMotion's applications are also popular with Apple employees. A Level and G-Park are both currently featured in the "Staff Favorites" section on the front page of the App Store. Also, Pool is included in the "What We're Playing" list, and Solitaire Top 3 is highlighted in the "What's Hot" section under games.

"At PosiMotion, one of our goals is to publish the most useful and entertaining games, utilities and navigation applications for the iPhone and iPod Touch," said PosiMotion's director and chief executive officer Olivier Hennessy. PosiMotion is collaborating with a number of outside developers, both large and small, to find the right mix of programs to join the current roster of applications published by

PosiMotion. Development and negotiations are under way for additional applications that will be announced in the near future.

About PosiMotion

An innovative technology leader, PosiMotion develops, designs and engineers breakthrough applications, programs, and devices. The first set of edgy brands that the Company has released includes G-Spot, G-Park, G-Minds, G-Fi, G-Life, and A Level. PosiMotion stays ahead of the curve by bringing to market applications that are cutting-edge, original, and ultimately enhance the end-user experience. For more information please visit www.posimotion.com.

* Simultaneous "Top 100" ranking of all six PosiMotion paid apps occurred July 22, 2008 at approximately 5:00 PM/PT.