

Press Release



“Star Arcade blows the battle horn with the launch of **Jelly Wars** its latest mobile social game”

23rd August 2011, Helsinki, [Star Arcade](http://www.star-arcade.com), www.star-arcade.com the global leader for mobile social gaming today announced the launch of “Jelly Wars” its latest multiplayer game that is now available on every major smartphone to offer a true cross platform gaming experience.

Jelly Wars can be played real-time against a friend or a new acquaintance trying to beat each other by targeting jelly bombs to destroy and dislodge the opponent’s army of jellies. The game is based on two warring tribes of Blue and Red jellies fighting each other to capture the disputed treasure. The game requires the players to skillfully aim and shoot jellies at their opponents and simultaneously jump and protect themselves from incoming jelly shots.

Harri Myllyla, CEO, Star Arcade commented on the launch of the new game by adding *“Jelly Wars offers addictive game play, comical style and a fun experience to gamers across different handset platforms and networks. There is a lot of interest and anticipation that has been building up within the Star Arcade gaming community prior to the launch of Jelly Wars and we hope games lives beyond their entertainment expectations.”*

Star Arcade's existing catalogue of games has been downloaded over five million times by Star Arcade customers across 180 different countries. The launch of Jelly Wars should spark excitement amongst existing subscribers and attract new gamers to join Star Arcade.

Star Arcade is focused on delivering social games for emerging markets of Africa, Asia and Latin America. Star Arcade games can be directly downloaded from the Nokia Store, Android Market, GetJar, Mobango, Djuzz, Appia and the iPhone App Store among others. Games are also going to be launched on Facebook to enable web based gamers to play against other Facebook users or their opponents using mobile phones.

Star Arcade development hub is in Finland with offices in the UK and in West Africa. For more information, visit www.star-arcade.com.

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