



## Whac-a-Mole™ by Kiloo exceeds 1.500.000 U.S downloads on iPhone over the 12 days of Christmas!

Aarhus, Denmark, February 4<sup>th</sup> 2010

Today, Kiloo announced the download numbers for the Whac-a-Mole™ branded game for iPhone and iPod Touch over the 12 days of Christmas.

In this period Whac-a-Mole™ received more than 1.500.000 U.S customers peaking on the 25th of December with 220.000 downloads in one day – more than three per second! Whac-a-Mole™ stormed the charts during December achieving the 2nd most wanted application in the U.S iPhone top 100 list.

The Whac-A-Mole™ game represents more than three decades of brand heritage and is developed and published under license from Mattel (NYSE:MAT). Whac-a-Mole® dates back to 1971 and has provided countless hours of entertainment to millions of people worldwide.

*"We are truly excited to announce that we have brought a great game with a well established brand to the palms of 1.500.000 devoted fans out there."*

said Jacob Moller, Chief Executive Officer at Kiloo.

*"The iPhone and iPod Touch platform has really kicked off and here at Kiloo, we are committed to bring more games and entertainment to the millions of gamers across the globe."*

"Whac-a-Mole™ – Raise Your Mallets" is now available World Wide for free from the Apple App Store.

**Get it here from Apple App Store**

<http://itunes.apple.com/us/app/whac-a-mole/>

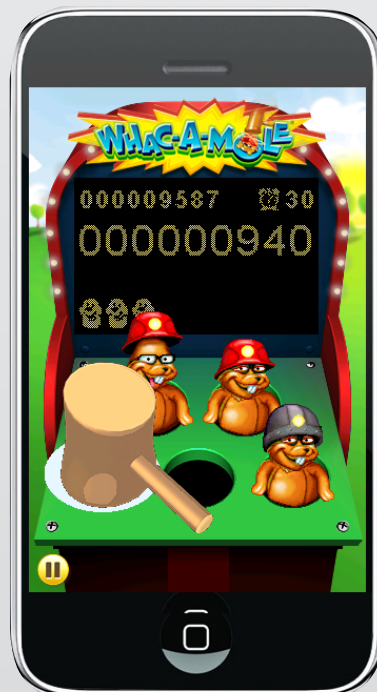
For more information, go to [www.kiloo.com](http://www.kiloo.com)



Available on the iPhone

**App Store**

## Whac-a-Mole screens





## About Kiloo

Kiloo is a leading global publisher of mobile entertainment content.

The company is a pioneer on the mobile entertainment market. Founded in Aarhus, Denmark in 2000, Kiloo has been developing and publishing games from the earliest days of WAP, SMS and Java.

Today Kiloo has a catalogue of games featuring some of the world's most highly regarded consumer brands and licenses, including MegaBrands™, Commodore™, Whac-a-Mole™, Hugo The Troll™ and Happy Tree Friends™, as well as many original titles.