

MINICLIP LAUNCHES DISC POOL ON iPhone

Miniclip.com (www.miniclip.com) today announced the release of Disc Pool, based on the hit online game by Raketspel. This is the most exciting new pool-style game in years and it's finally on the iPhone!

Disc Pool is probably the most addictive multiplayer game on-line. It's been around since 2001 and has built up a massive online fan base. It's a game that's easy to learn but tricky to master and no matter how good you become, new challenges test your skills and patience to the limit.

The iPhone version takes advantage of the versatility of the iPhone which allows most of the functionality of the original game plus a completely new dimension called AimCam. Using the 3D capabilities of the iPhone, you can analyse your next move from all angles before you make your shot and hit the discs. The multi-touch interface gives you perfect control over aim and power.

The game has hours of challenging game play with three different pool modes. Disc Pool School is one of those and offers over a hundred tricky levels waiting to be solved. If you can succeed in the School you will become a tough opponent to beat! In addition, the multiplayer functionality allows you to challenge your friends or take on a computer opponent.

Alex Williams, Head of Games at Miniclip.com, said: "Extending our successful online game franchises to other platforms such as the iPhone increases our customer base and cross promotional opportunities. But more importantly, it means that more and more people can have fun playing the games that they enjoy, wherever and whenever they want to."

Johan Höglund, Raketspel Managing & Creative Director, said: "We've heard from players that Disc Pool is hard to live without once you're hooked and, as an avid player myself I know what they mean!. Now with an iPhone version we'll never have to worry about getting our daily dose of Disc Pool."

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Notes to Editors:

About Miniclip (www.miniclip.com):

Miniclip.com is the world's largest online games website with over 57 million unique users per month. It has grown rapidly through organic, word of mouth marketing, without any paid advertising. Robert Small and Tihan Presbie formed the company in 2001.

MINICLIP.COM

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Miniclip.com has seen dramatic growth since inception and has been profitable for eight years. It now operates in 15 languages and has a truly global presence with offices in four countries. Miniclip.com focuses on providing high quality online entertainment experiences. The games are fun, intuitive to play, and quick to load. Already, this year, industry-leading commentator TechCrunch has ranked Miniclip.com as one of Europe's top three tech company start-ups.

Miniclip.com won the prestigious Webby Peoples Voice Award, the "Oscars of the Internet" for the Internet's best game site for a record three consecutive years.

About Raketspel (www.raketspel.se):

Raketspel is a Swedish game studio that has been producing casual games for bigger sites and campaigns since 2000. With over 100 productions in Flash and Shockwave for clients from all over the world, Raketspel is one of Sweden's leading developers in this field.

With a deep knowledge of multiplayer servers, secure database solutions and payment systems, Raketspel can offer everything from a simple single player game to a full multiplayer community.

By adding the iPhone to their CV, the crew at Raketspel are prepared for the next generation of casual games and gamers.

About Disc Pool:

Disc Pool was originally developed by Raketspel in Shockwave and was published under the name "Couronne". The game was brought to a bigger audience when a version was developed for Miniclip called Couronne Deluxe. Changes in technology saw the game updated and re-launched in Flash under the Rob Small inspired name "Disc Pool". This made the game more accessible and easier to play. Miniclip added attractive new design components, utilised their YoMe's concept and between Miniclip.com and Raketspel an addictive new game was programmed, designed and delivered to a growing and appreciative audience.

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