



HOLD FOR RELEASE UNTIL JUNE 4, 2009

Indie iPhone Game Developers Band Together To Form The *App Treasures* Label

June 4, 2009 -- Five independent iPhone game developers announced today the creation of the App Treasures label: A collection of top-quality, indie games for the iPhone and iPod Touch.

The App Treasures label is a seal of quality that consumers can trust, and will help users find hidden gems in the App Store. When someone plays an App Treasures game and they like it, chances are they will also like the other games available from the label.

As the App Store starts being dominated by big companies and publishers, indie developers feel their efforts don't get the level of visibility they deserve. "This is our way of combining resources to become a bigger player" said Keith Shepherd, CEO of Imangi Studios, "while retaining our independence and without any of the drawbacks and strings attached that come from working with a publisher."

Developers releasing games under the App Treasures label are carefully considered and hand-picked to ensure maximum quality. A few more developers will be able to join in the upcoming months.

For more information, please visit: <http://www.apptreasures.com>

About App Treasures

The App Treasures members are:

- The Blimp Pilots (Koi Pond, Distant Shore)
- Imangi Studios (Imangi, Word Squares, Little Red Sled)
- Snappy Touch (Flower Garden)
- Streaming Colour Studios (Dapple)
- Veiled Games (Up There, Payday Roulette)

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