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## **PRESS RELEASE**

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## **FREE LUNCH DESIGN TAKES GAMES TO THE NEXT LEVEL**

### Independent Game Developer Gears Up To Exploit Original IPs

Original intellectual properties with great gameplay such as Alex the Allegator and Icy Tower are bringing thousands of visitors every day to Free Lunch Design's web site to download the latest games. With the games reaching all over the world and being downloaded in millions it is a natural step to expand to other platforms and media.

Free Lunch Design is now looking into more ways to promote and spread their games and with Icy Tower already downloaded over two million times and spread in another eight million copies through various print magazines, it is undoubtedly one of the most popular games at the moment.

One of the company's first steps is to bring Icy Tower to mobile phones with the help of Austrian mobile content developer XENDEX. "We are dedicated to consolidate our efforts to exploit our existing popular IPs such as Icy Tower, and are delighted to work together with such an experienced developer as XENDEX." says Johan Peitz, CEO of Free Lunch Design.

#### **About Free Lunch Design**

Free Lunch Design is an independent game developer founded in 1998 by Johan Peitz. Based in Gothenburg, Sweden, the company's objective is to develop fun, high quality games with focus on gameplay that can be enjoyed by everyone. During the years Free Lunch Design has produced a multitude of games including the immensely popular Icy Tower with millions of players all around the world. For more information, please visit [www.freelunchdesign.com](http://www.freelunchdesign.com).

#### **About XENDEX**

Xendex was founded in 2001 by Michael Haberl. Today, Xendex has more than 45 employees in Austria in Europe and the United States. Xendex's product range sports 40 highly popular game titles and more than 25 casino games. Already in 2005, the Xendex team was able to take credit for their game Adams Freestyle Motocross' when O2 UK, one of Europe's largest mobile network operators, called Freestyle Motocross the best mobile game of 2005. In the field of marketing, too, Xendex has managed to build up an impressive range of customers and has already branded games for companies such as A1 Vodafone, Head, Coca-Cola light, Generali and other prominent firms. z

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