



- FOR IMMEDIATE RELEASE -

FRUIT NINJA SLICES ITS WAY INTO FUNCHAT
Content Partnership Enables FunChat Users to Use Fruit Ninja or Fruity Chat Bubbles as Avatars

SEATTLE – (CASUAL CONNECT CONFERENCE) – JULY 19, 2011 – FunMobility

(<http://www.funmobility.com>), a leading mobile social entertainment company, announced a content partnership today with Australia-based game developer, Halfbrick Studios (<http://www.halfbrick.com>), the creators of the wildly popular, worldwide smash hit app, Fruit Ninja (<http://www.fruitninja.com>). FunChat users can now chat with a wide variety of Fruit Ninja themed chat bubbles sporting sliced and diced pineapples, watermelons and strawberries, or the famous Fruit Ninja Sensei character as their primary avatar.

“Fruit Ninja is one of the overall best-selling paid apps on the market, and has quickly created a legacy in the mobile gaming community with over 35 million downloads to date,” said Adam Lavine, CEO of FunMobility. “The FunChat and Fruit Ninja brand partnership allows our users to cross connect their love of the globally popular Fruit Ninja game and its characters, and blend them into their visual chatting and HTML5 multiplayer gaming experience on FunChat which creates new awareness, distribution and revenue opportunities for both companies.”

FunChat (<http://www.funchat.com>) is the world’s first cross-platform app that combines chat, multiplayer HTML5 gaming, pranking, virtual goods, virtual currency, rewards and achievements into one application. The Fruit Ninja chat bubbles and avatars are priced between 5000 and 10,000 FunGold™ coins, or around \$.50 to \$1.00 each. FunChat users spend nearly one hour per day in-app, and since its launch in mid-June 2011, FunChat users have sent over 2.5 million messages to date, and over 30 million FunGold™ coins have been awarded.

Shainiel Deo, CEO and founder of Halfbrick Studios stated, “We view the integration of the Fruit Ninja content into the FunChat app as another brand extension and place where our fans can

interact and communicate with Fruit Ninja-themed chat bubbles and avatars in a playful, fun way.”

The Fruit Ninja avatars are available within the FunChat application for iPhone, iPod Touch, iPad and Android devices, and FunChat is available as a free download on the [Apple App Store](#) and the [Google Android Market](#).

Follow FunChat on [Twitter](#), like us on [Facebook](#), and get your ‘Chattitude’ on today with a cool Fruit Ninja avatar or chat bubble at <http://www.funchat.com>!

- MORE -

About FunMobility

Established in 1999, FunMobility is a mobile social entertainment company that lets people share, play and connect through their mobile devices. The FunChat Mobile Engagement Platform™ is an integrated suite of applications and interactive mobile widgets that provide new forms of monetization and distribution, and literally enable developers and brands to "join the conversation" with consumers. FunChat™, FunMobility's groundbreaking free smartphone app, is the first product to seamlessly blend chat and games with popular new features including photo pranks, contests, virtual goods and virtual currency. Engage, Express. Enjoy!

Follow us on [Twitter](#), friend us on [Facebook](#), or visit <http://www.funmobility.com> to learn more about the company and products.

About Halfbrick Studios

Founded in 2001, Halfbrick has been on the forefront of the Australian game development industry for many years. Recently, after many years of developing licensed titles for platforms such as GBA, DS and PSP, Halfbrick has begun expanding its portfolio with a range of independently released games for downloadable platforms including the worldwide smash hit, Fruit Ninja, and other apps including Monster Dash, Raskulls, Age of Zombies, Blast Off, Aero Racer, and Echoes. Learn more at <http://www.halfbrick.com>.

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