



**NEWS RELEASE**  
For Immediate Release

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***Big Buck Hunter® Pro™ 6.0 iTunes Update Just Released***

*Now featuring Caribou Adventure and 3 new bonus games for only \$.99*

**AUSTIN, TX – July 11, 2011** – Super Happy Fun Fun, Inc, a leading developer of mobile games, applications and Plug ‘n’ Play TV Games announced today the release of its 6.0 update to *Big Buck Hunter® Pro™* for the iPhone/iPod touch.

*Big Buck Hunter® Pro™* is faithfully based on the world’s #1 hit arcade hunting game from Play Mechanix/ Raw Thrills. It features the new Caribou Adventure, complete with three new hunting destinations, three classic bonus games, reduced pricing across all in-App adventures, and free Game Center Leaderboard support. Join the hunt and see how your abilities rank against your friends, as well as other big game hunters from around the world.

The *Big Buck Hunter® Pro™* App offers fast-paced arcade-style action and best-in-genre 3D graphics. Players should be forewarned that the game’s touch-to-shoot controls are highly addictive and may lead to extended periods of engaging gameplay. But don’t be alarmed; *Big Buck Hunter® Pro™* is accustomed to catering to a phenomenally active fan base, and offers plenty of competition and replayability to go around.

*Big Buck Hunter® Pro™* has been a staple on the iTunes App Store – featured as “What’s Hot” and at the top of the “Best Hunting and Fishing Games.” The game quickly moved up the iTunes charts into the “Top 100 Overall Games and Arcade” list and regularly commands a ranking in the top 20 in Sports.

The *Big Buck Hunter® Pro™* iPhone game is luring new players to check out this franchise hit and offering unique new tools to the millions of enthusiastic *Big Buck* arcade fans, including a GPS locator to find the nearest *Big Buck Hunter® Pro™* arcade machine in their vicinity.

Bag your copy at the App Store now: <http://itunes.com/apps/bigbuckhunterpro>.

“Our reviews by fans have been stellar since our introduction of the App version,” said Mark Stephen Pierce, CEO of Super Happy Fun Fun. “The unique arcade-style gameplay provides the type of action that iPhone/iPod players love. This is the sixth major update for *Big Buck Hunter® Pro™* and shows our commitment to the product and the fans.”

*Big Buck Hunter® Pro™* Features:

- \* Shoot three bucks without hitting any does or cows - simple concept, challenging execution
- \* Try your hand at addictive touch-to-shoot action across stunning 3D hunting destinations
- \* Earn bonus points for bagging multiple bucks and shooting crafty critters
- \* Go head-to-head with your friends in Four-Player Pass-to-Play mode
- \* Flaunt high scores on the Game Center and SHFF networked leaderboards
- \* Compete for braggin’ rights on networked and local iPhone leaderboards
- \* Poke around with three bonus mini-games
- \* Find the nearest networked BBHP arcade unit via built-in BBHP Arcade Game Locator
- \* Track personal Arcade Leaderboard and Hunting Party standings from your iPhone with built-in arcade network integration, including arcade account management and registration
- \* Download additional hunting adventures, each with three new bonus games inside the app

For more information and to see a gameplay video, visit:

<http://www.superhappyfunfun.com>

Check out Super Happy Fun Fun on the social web:

[twitter.com/shff](http://twitter.com/shff) and on [facebook.com](http://facebook.com)

Download art assets for Big Buck Hunter® Pro™:

[http://www.shff.com/games/screenshots/bbhp/BBHP\\_Caribou\\_Screens.zip](http://www.shff.com/games/screenshots/bbhp/BBHP_Caribou_Screens.zip)

**About Super Happy Fun Fun, Inc.**

Super Happy Fun Fun (SHFF) is a leading developer of mobile games and applications founded in 2001. Headquartered in Austin, Texas, the experienced team at SHFF creates and delivers some of the best interactive entertainment, from the classic Dark Castle to Snowboarding TnT, Ace Yeti Trapper and Big Buck Hunter® Pro™ for the iPhone and iPod touch. For more information, please visit [www.superhappyfunfun.com](http://www.superhappyfunfun.com).

**About Big Buck Hunter®**

Created by Play Mechanix, Big Buck Hunter is the world’s #1 arcade hunting game series, thrilling gamers for over 10 years. Competitive hunters can also join CoinUp®, one of the most active arcade tournament communities in the US, centered around *Big Buck Hunter*. Learn more at <http://www.bigbuckhunter.com>.

**About Play Mechanix**

Founded in 1995, Play Mechanix, Inc. has become the leading designer of coin-operated video games. In business 15 years, Play Mechanix has created over 40 titles for the Arcade, Bar and

Casino industries including the best-selling video hunting series Big Buck Hunter, Deal or No Deal Arcade and I Dream of Jeanie for IGT. Play Mechanix looking forward to the upcoming release of Big Buck World™, the update to Big Buck Safari that also includes Big Buck Hunter® Pro Open Season . Play Mechanix, Inc. is a wholly owned subsidiary of Raw Thrills, Inc.

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